

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

12 West 31st Street, New York City

VOL. LXXXV

NEW YORK, DECEMBER 4, 1913

No. 10



One Hundred Years of Clock Making

THIS year the oldest and leading clock-making establishment in America is celebrating its hundredth anniversary.

In keeping with the trend of the times, they desired to advertise. In this advertising they sought to combine time-honored tradition with present day progression.

They came to the oldest and leading advertising agency in America for advice and guidance. We studied and analyzed their whole situation.

The result is an advertising campaign that charms the eye with the quaint richness of its illustrations, while convincing the reader of the accuracy and worth of the merchandise through the forceful presentation of the argument.

Perhaps you have a proposition that requires special treatment. Why not come to advertising headquarters and be assured it will be handled right?

N. W. AYER & SON

The Centennial Clock in
Independence Hall
Philadelphia is a
Seth Thomas

Philadelphia

New York

Boston

Chicago

NEWSPAPER advertising advances as the thought behind it improves. It is Federal's idea that creative merchandise requires creative publicity.



The Corset is the
cause of it all —

www.orientaltrading.com

The H. W. Gossard Co., Chicago

For
Example:



Chicago, Oct. 7, 1913.

*Federal Advertising Agency,
241 West Thirty-ninth Street,
New York, N. Y.*

Gentlemen:

We are very much pleased with the series of advertisements you have prepared for our exclusive New York campaign. The results are as we expected them to be—good.

THE H. W. GOSSARD CO.

"Put it up to men who know your market"

DEC 5 1913

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1898

VOL. LXXXV NEW YORK, DECEMBER 4, 1913

No. 10

How to Help the Dealer Produce Results for You

By M. Zimmerman

I AM New York manager for a concern which spends about \$150,000 a year in advertising. It is my business to keep the dealers active for my line, and that takes me out where the smoke is thickest and where "price maintenance," "dealer co-operation" and similar terms are not merely colorless words, but represent living issues.

When a druggist tells you, "Old man, unless you can keep the big department stores from cutting the price of your brand, I have got to quit pushing it," you realize that price maintenance is a doctrine that safeguards the very existence of the small dealers on the one hand and enlarges the sales of the manufacturer on the other.

My company wants to keep the selling price uniform. It is with the smaller dealers heart and soul in their effort to make a living profit. We are trying to show the big fellows that price slashing is a barbarous practice. But occasionally a big store *will* put out our brand as a "leader" and then there is real work to do. In a jiffy the "eggs are spilled." Alarmed calls come from dealers all over this big city, and they are distress signals that must be heeded. These men have got to be placated; and they *can* be appeased if you go about it rightly.

This isn't going to be a nice little essay on "dealer good will." Rather it is going to be a section out of the day's work, just as the editor of PRINTERS' INK suggested.

The other day I went down to

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see one of the dealers with whom I am personally acquainted, to obtain a date for a display. The question of price maintenance arose, and he asked me why it was that our company does not maintain its price. I told him that the subject of price maintenance certainly bothered us, and he put the same old question before me which I have heard so many times: "Why does Colgate, why do Johnson & Johnson and a host of others maintain their price?"

I replied that were we as large as Colgate or as large as any of the other firms he mentioned we certainly should do the same thing, but a concern like ours which is small and handles only one product finds it a mighty hard proposition to maintain the price. Were we to do it, the methods we would have to adopt would be so costly that it would hardly pay us to be in the business. "Do you realize," he said, "what it would mean to me if your company kept the price of your article?" "Yes," I admitted, "you would sell more, and I know you would push it." "Exactly," he said, "and let me tell you something. I use your stuff myself; I have faith in the article. In fact, I think it is one of the most meritorious preparations on the market to-day. For example, if its price were maintained and if a customer came into the store and asked for it, I would be only too glad to hand it to her, knowing that after using it she would not only come back for that same article again, but would have faith in everything else I sold her. Bet-

ter still, I would know she could not get it any cheaper in any other store, and so I would be safe in telling her the price. At present, when a customer comes in for your product, I am really afraid to quote her the regular price for fear she may tell me she can get it cheaper at some other store, and it is for this reason mainly that I cannot push your article."

The same day that this conversation took place I interviewed another man several blocks up. He has one of the finest stores in the city, situated on a very prominent corner and sells quite a good deal of our product. Unfortunately, he has to compete with a large chain store across the street, and so sells it at almost no profit at all.

DEALER LIKES DISPLAYS WHICH PAY

Of course, in this case, it really does not warrant his pushing our preparation. When I broached the subject of a window display, this is the reply I received: "Why should I push your brand! You know what I sell it for. You know I have to meet competition, and have to sell it at a loss. Do you see that window display in there (pointing to a display of Sanatogen) I'm always glad when Sanatogen comes around and asks for a display. As a matter of fact, it costs us about \$50 a month to maintain our windows and still I am always glad to give Sanatogen a display, because I can make up that amount through the display." What argument could I give that man? I knew he was right and I had nothing to say in my favor in this particular case.

These are only a few of the arguments which were made to me during my visits to dealers, especially in that section of the city where the large chain stores cut a prominent figure. It is here that competition is so keen, that at times the chain stores are selling merchandise at a price far below that for which the small dealer can buy it.

These were the conditions I met when I took up the work for my company. I found in the vast majority of cases that the dealer

was hostile to the interests of our goods. Some dealers commanded a trade which paid the price asked, so that they really had no cause for complaint. But in the majority of the cases, the underlying cause for the dealer's hostility to our line was the non-maintenance of price, which not only gave him a small margin of profit, but put him in constant dread of losing a customer if he sold our brand at a higher price than his nearest competitor. Of course, this applies to all proprietary preparations on which the price is not restricted. Another cause for his hostility was due to the fact that we did not sell him direct, because he could not use the large quantity of goods demanded for direct shipment.

DEALERS HOSTILE

When I started out to offer our proposition for a window display to dealers, it was not long before I found that it would require a great deal of pushing and the employment of some other inducement to cause them to accept. Some were glad to receive it, mostly those who were having no difficulty in getting their price. But it was with the great majority that I struck my "snag."

The first thing a dealer asked was, "How much bonus do you offer with your display?" and when I replied that we had nothing to offer I was greeted with the following questions: "Do you think we get our windows for nothing? Don't we have to pay rent for them? When you advertise in the newspapers, magazines, street cars or subways, do they allow you that space for nothing?" So many advised me how to run my department, what my company should do, that for a while I became discouraged and began to write reports to the home office, suggesting that it might be advisable to offer a bonus with our display, as I was having a pretty hard time of it. The only reply I got from the general manager was to "keep on sawing wood" and all would be well. Realizing that there was no chance of offering a bonus, I tried to devise other ways of appeal-

“Better Business”

Are you interested in America's industrial progress? Are you anxious to see our business supremacy secured and maintained? Don't you wish to include your own business in the general prosperity?

Everybody's Magazine is now publishing perhaps the most constructive series of articles ever written in a popular magazine. "Better Business" by William Hard, beginning in the December Everybody's, will be read from coast to coast by every man and woman interested in the business progress of our country.

Everybody's is again in the lead to promote and maintain industrial supremacy. Now is the time and this is the magazine in which you should tell your sales-story to the people interested in business progress. Send in your copy now.

Everybody's Magazine

600,000 Guaranteed Average Monthly Net Circulation
\$600 a Page

The Ridgway Company, New York

ing to the druggist. I knew I must use arguments other than price maintenance or free goods to appeal to him.

DEVISING WAYS TO APPEASE DEALERS

I began to study the displays of other manufacturers and saw that many of these were monotonous in tone and only once in a while did one show much originality. I also found out that displays were generally put in by the dealer himself. In many instances the dealer did not have the time or the desire to spend much of his time on the display, thereby causing it to lose at least half of its effectiveness. The display would be sent to the dealer to be arranged by him and in nearly 75 per cent of these cases it never reached the window.

I realized from these observations why so many manufacturers had come to the conclusion that window displays were an expensive method of advertising, and why so many of them did not make more provision for it in their publicity. But if the manufacturer should go at window displays in the proper spirit, there is no doubt in my mind that they would soon demonstrate how they bring good national advertising to bear strongly on one store.

Now we had a really good display, as will appear later. So I started out to tell the dealer about it, how we would put it in for him and how we would try to do what we could to help increase his sales of our line, and at the same time indirectly help him in his other sales through our window displays. All this time I had been experimenting with window displays. I knew that if I called the attention of Jones to Smith's display, Jones would sooner or later fall in line, and it was so. In many cases where I mentioned the fact that Jones had a display, Smith would with great reluctance give me his window—he always wanted to keep up with Jones.

By this time, I had begun making my second round, and made

it a point to visit those dealers who, on my first visit, had refused me their windows. I asked them if they had seen any of our displays anywhere and most of them said they had. "Well," I argued, "don't you think you could use one to advantage in your window? You know it made a great hit at Jones'. Many stepped into his store for a sample, and once inside never left with the sample alone, but generally purchased something else." The force of this argument made an impression. Slowly but surely the dealer began to recognize the distinctiveness of our display. In time we had it so well known that the dealers began to comment upon it. It certainly was much better than anything the company had done up to that time.

MAKING A LITTLE HEADWAY

Requests began to come in by mail and 'phone, for the displays, and most of these requests to our satisfaction, came from dealers who in the earlier part of our campaign had rejected our offer. The request generally ran as follows: "Please send us one of your displays with the moving figure, and don't forget the samples."

Another reason why our display now received better consideration than previously was the fact that the dealer realized that we were always ready and willing to come to him at any time he desired, relieving him of the work of putting in the display himself.

From further observations, I was led to believe that the small dealers who make up the great majority have neither the time nor the ability to put in a display. The large chain stores and the department stores have cut so deeply into the dealer's profits by their aggressive methods that he is compelled to whittle his expenses to a minimum and, therefore, cannot afford to employ the necessary help to give his business the needed attention. The result is that such matters which appear to him as small—window displays, for example—must suffer for lack

To a Manufacturer of High Grade Watches:

AT Tiffany's, besides good value, you get that certain other something—let's call it distinction. ¶ But this very air of distinction is sometimes a handicap to Tiffany's; it is so dominant that people frequently overlook the completeness of Tiffany service. ¶ In this respect, at least, the case is parallel between Calkins & Holden and Tiffany. This agency is proud of its reputation for distinguished copy. At the same time you should know that there isn't an advertising need its service does not cover. Every step is covered with the same care and precision as the most elaborate magazine illustration. Yet C & H charges are regular service charges—no extras for distinction. ¶ How everything done here makes for distinction, prestige, preference for the advertiser—a smooth expedition all along the selling trail—is told in this agency's booklet—"Steps." ¶ May we send you a copy?

J. Berrien

These letters by Mr. Berrien of our staff will appear weekly in Printers' Ink.

CALKINS & HOLDEN

250 Fifth Avenue New York



of time, even if the ability to arrange a display were there.

The other day I walked into one of the large drug stores on upper Broadway. It is situated in one of the largest family hotels in the city, and is considered to be one of the finest stores of its kind. I approached the clerk and handed him several samples. He said: "Say, I am sick and tired of getting these tubes in dozen lots. I wonder what people do with them; do they eat them?" This is one of the cheerful replies I get nowadays. Another man to whom I sold a quantity asked me, "How do you people do it? I never saw anything grasp the market as quickly as your brand. I'm sure I don't see how you do it. Why, at the rate it is selling, I won't be surprised to see it overtake some of the big leaders." "Well," I said, "we won't be surprised because it is going to be a fact and it is certainly true that in the upper West Side of New York we are equaling the sale of the best-known leader in the world, and at the rate we are keeping up there is no doubt whatever, in my mind, that we will go a long ways."

It was on my fourth visit to the dealer when I noticed that where he had previously kept from one to one and one-quarter dozen tubes in stock he now kept from one to three dozen. Many asked me for the price in gross lots.

I have tried to get statistics to show the increase of business through a window display, but found it impossible. If I had a display in Jones' window, he perhaps would only sell one dozen more during that week, whereas the sales of Jackson several blocks up would have increased materially. But I found it to be true that wherever we had a display the dealer was sure to sell more that week, and every week following.

In handling the displays I try to arrange it so that there will be between fifteen and twenty displays working at one time in one section. New York is so large it is necessary to divide it into dis-

tricts. For example, I start downtown on a leading avenue, say between Eighth Street and 100th Street. I canvass every drugstore on that street, booking as many displays as possible. I have found it easy to book as many as twenty displays within that radius.

Now the average dealer keeps a display in his window two weeks, and even three sometimes. If the display is exceptionally good, he will keep it in even four weeks. I have known one of our displays to remain in a window five and six weeks. Of course, I would go back now and then to redress it.

After I worked that one street, I would move to the next street running parallel with it, and repeat the performance. Thus I would place twenty displays in First avenue in one week and twenty displays in Second avenue the next. I would have forty displays going in the third week. Thus a large area is covered and wherever one happens to be walking, whether for five, ten or twenty blocks, or even 100 blocks, he is sure to come across our display several times. It is by re-impressing the name of our brand on the passerby, time and time again, whichever way he happens to turn, that our company has been able to get thorough distribution throughout certain sections of New York City.

WHAT THE DISPLAY WAS

Our company has devised a way of appealing to the man who is in a hurry, causing him to stop if only for a second to glance at our display, and I think in that respect we have met with success. With our usual display material, which is exceptionally fine, we had a moving figure. This went by clock-work, and when in motion represented St. George killing the dragon. I have watched, time and time again, and have seen that no matter how hurried a man was he was always sure to turn his head, if only for one glance, and catch the sign. With that aim in mind, we devised another method of attracting him. We took our single tube containers, in which the orig-



—this is what F. E. WILLIS said

"The results from our full page advertisement in The Chicago Tribune, October 20, 1913, were so satisfactory that we feel you will be interested in knowing about it.

Within ten days following publication of this page, we put "Ease-All" Shoes on the feet of hundreds of new customers. We feel that we accomplished for our business during these ten days what would have required six months to attain in the usual way.

Aside from the local sales, we received over two hundred inquiries from twenty-four states—Mexico and Cuba. To date we have gotten business from ten per cent of these inquiries."

Respectfully yours,

WILLIS AND ATWOOD,
(Signed) F. E. WILLIS.

about their "EASE-ALL" SHOE page in

The Chicago Tribune

The World's Greatest Newspaper
(Trade Mark Registered)

Eastern Advertising Office: 1215-1216 Croisic Bldg., 220 Fifth Avenue, New York City

inal package is wrapped, and with these spelled out our trade-name in the window. These stood out so conspicuously that they could not help but catch the eye and drive the message home.

In connection with the display, we have used our samples in the most advantageous manner possible, so that we could get distribution in every section we worked. In order to induce the public to try our samples, we had window posters printed which we used with the display and which read as follows: "A trial tube of [X] dental cream will be given away free with every purchase made in this pharmacy. Ask for it." In this way we were able to co-operate with the dealer to the extent of bringing customers to him, not only for our goods, but for others, for it is a psychological fact that most of us dislike to ask for a sample alone, but have no hesitation in doing so when making another purchase, thinking that this gives us the right to the advertised sample, as in truth it does.

HOW REQUEST FOR "FREE GOODS" WAS MET

Now, whenever the question of free goods arose, I could argue the value of our displays: that instead of throwing a few cartons in the window, as most of the dealers did, we gave them a display which was worth several times more to them than the value of free goods the dealer received with a display which had no selling value at all.

In conjunction with this I also argued the value of our display on the passing public, that it brought customers into the store and when the customer came in for a tube of our cream it rested only upon the good salesmanship of the dealers to sell him other merchandise.

Of course, we had competition. I recall one case of an advertiser who was giving many free goods with a display which proved its own lack of sales power. I found it true that, after dealers received the bonus for this display and the man had left, many of them promptly removed the display and

substituted something else. Once I had booked a display and through some delay was unable to reach there until some time in the afternoon. When I arrived the windows were all dressed, and in the front window which I was to have was the display of my competitor. "Well," I said to the dealer, "I'll come earlier next time." "Well," he surprised me by saying, "if you wish, I will remove the display (pointing to my competitor's) and you can fix up yours. I simply cannot have that in my window; I am ashamed to." That convinced me absolutely of the fact that the dealer can be influenced into co-operation by a real selling display.

With the idea in my mind continually of helping the dealer and my firm at the same time, I had to keep my wits busy. It is a custom among these dealers to run off one or two sales during the year which they call "anniversary sales," that is, the dealer offers a prize package to his customers containing samples of different manufacturers' preparations. Sometimes it's hard to obtain these samples, as the manufacturers are reluctant to give them away unless they know just where they are going. However, when these samples are passed out judiciously, there is a "come-back," in a great many cases. Therefore, on my visits to the dealer I always impressed upon him the fact that at any time he desired samples for his anniversary sale, or to hand out to his customers, I would always be glad to send him some upon request. I received these requests very frequently, and the samples were appreciated.

The druggist, like every other merchant, has a great many charge accounts. Some druggists have between 200 and 300 names on their lists. One of our methods of advertising lies chiefly in the personal distribution of the sample. I thought that if I could only obtain these lists the firm could use them advantageously. I broached the subject of the list and told the dealer just what we would do. We would send each customer one of our sample tubes,

If you read the
Metropolitan
you'll use it -
it is its own
best solicitor

METROPOLITAN
"The Liveliest Magazine in America"

followed by a letter or card, stating that it was being sent through his druggist. This method of mailing a sample has a two-fold value. In the first place, the dealer's store is advertised, and in the second place we are getting the hearty recommendation of the dealer for our product. I found little difficulty in obtaining these names. In a few cases, the dealer refused to give me the list for the reason that his class of customers might resent the sending of a sample to them or the use of their names for advertising purposes.

One day, while on my round of visits, a dealer, one of the shrewd men in the business, informed me of his intention to run a "cent sale" the next week. A cent sale, I might explain, is one where one article is sold for its original price and the second article of the same brand is sold for a cent. For instance, if an article is sold for 25 cents two of the same kind would sell for 26 cents. The following week the sale took place and that dealer took in \$700 in one day.

That brought to my mind a dealer in another part of the city who is in the habit of buying in large quantities. He had a big stock tied up, and one of these sales, I thought, would certainly do him a lot of good. I saw, piled up in his cellar, merchandise worth several thousands of dollars, and it would take some time to dispose of all of it.

"Say, Mr. Phillips," I said to him, "McCutcheon has run off a cent sale and his collections in one day alone amounted to \$700. Wouldn't it be a good idea for you to follow suit and get rid of a lot of stock piled up in your cellar?"

"A splendid idea," he enthusiastically admitted "I have been thinking of that myself for some time."

"Get busy," I said, "and I will give you a lift during the sale."

The sale took place. It lasted two days and he took in over \$800. For two days I was there helping him out. I know now that there is nothing Phillips will not do for me. Before the

sale commenced, he asked me if I wanted the price of our brand cut, and when I said no he said, "All right." And it wasn't cut.

This has been one of the methods I use in obtaining the good will of the dealer. Of course, you cannot do it to everybody, but you can always do something to ingratiate yourself into his good will. I have always made it my business to become personally acquainted with the dealer by showing interest in his individual selling problem and by offering him what little advice and assistance I can. Thus I am able to secure co-operation where more aggressive methods would fail.

PERSONAL APPEAL IS WHAT COUNTS

I have proved this truth—that the personal appeal made whenever possible produces far greater results than all the theories of dealer work ever produced.

Throughout the year we managed to place over 800 displays with an average of about seventy-five going weekly. During the month of May and June we reached an average of 105 displays going weekly and it was during these two months that we reached the highest water mark for the sale of our goods since our product was launched on the market.

A word about the general proposition of getting the dealer's window:

No doubt many a manufacturer fully realizes that the most he can use the dealer's window during the year is fifty-two times, and that with so many manufacturers seeking the window he should be more cautious in sending out his display material. He should only send it to those who ask for it and show an interest in window displays.

As a matter of fact, the majority of the dealers keep a good display in their window for two weeks, so that in a great many cases the manufacturer can be one out of only twenty-six.

From these observations one can readily understand that with so much competition existing for

the dealers' windows, the best results can be obtained only through personal contact with the dealer. The firms that are spending thousands of dollars yearly on displays to be sent out indiscriminately and to be placed by the dealer himself in his window are usually wasting the greater part of their money.

Jane Addams on Power of Advertising

Miss Jane Addams was the guest of honor at a luncheon given November 21 by the Advertising Association of Chicago. Miss Addams urged the advertising representatives present to incorporate in their work such ideas and illustrations as would assist in bettering the home influences of advertising readers.

"I doubt if you gentlemen realize how much you can do to shape the tastes of the peoples of this country. Advertising is being read more and more, and I am sorry to say that some of it does not have a good moral effect. It would be easy for you, who represent so great a profession, to incorporate in your work advertising illustrations and reading matter which would truly help.

"I would not say that you can change or mold public opinion, but I am very sure that if you work along the right lines you can do a great deal toward molding public tastes. In this you can help more than can the editorial writers and the newspapers. You do this, and you are making for the standardizing and Americanizing of a large part of the peoples of this country."

Willys to Speak at Sphinx Club

John N. Willys, president of the Willys-Overland Company, will be the chief speaker at the Sphinx Club gathering in the Waldorf-Astoria on December 9.

A reception to Mr. Willys will take place at 7 p.m., and dinner will be served at 7:30 o'clock.

Members of the Sphinx Club have the privilege of inviting guests to this meeting.

Spaulding with Lesan

H. E. Spaulding, who for seven years represented the Curtis Publishing Company in Buffalo, leaving that position to become vice-president of the Taylor Nursery Baby Bed Company, has associated himself with the H. E. Lesan Advertising Agency in a sales and service capacity.

Watrous with Nichols-Finn

Will Watrous, formerly of Sherman & Bryan, New York, is now connected with the Nichols-Finn agency, Chicago.

Bainbridge Richardson has been appointed director of Sherman & Bryan's Chicago office.

Texas Ad Men Change Meeting Time

The third annual convention of the Associated Advertising Club of Texas, held in Beaumont November 19, was notable for the dispatch with which its business was transacted and the complete success of the social features connected with the meeting.

The time of holding the annual convention was changed from autumn to February, an amendment to the constitution to that effect being adopted.

Greenville was selected as the next annual convention meeting place, after Waco had been withdrawn as a tender for the honor.

Officers were elected as follows: Gus W. Thomasson, Dallas (re-elected), president; John B. Westover, Houston, first vice-president; W. B. Crawford, Waco, second vice-president; E. C. Bracken, secretary-treasurer, Greenville; S. C. Dodge, Dallas; V. N. Turpin, Fort Worth; A. B. Stephenson, Waxahachie; E. J. Emerson, Beaumont; D. W. Tucker, Houston; G. H. Collins, Greenville, and T. H. Jackson, Waco, directors.

Change in "Forest & Stream"

Charles Otis has sold half his holdings in *Forest & Stream* to the Financier Publishing Company of New York. The new officers of *Forest & Stream* are Charles A. Hazen, president; Charles L. Wise, treasurer, and W. G. Beecroft, secretary. Mr. Beecroft holds over.

The Financier Publishing Company is located in New York at 22 Thames Street, and publishes the following periodicals, in addition to *Forest & Stream*: *Shipping Illustrated*, *The Financier*, *The Field*, and *Florist Trade Journal*.

Talcott Williams Heads Journalism Teachers

Dr. Talcott Williams, dean of the Pulitzer School of Journalism, New York, was elected president of the American conference of teachers of journalism at Madison, Wis., on November 29. Other officers of the association are: Vice-president, F. L. Martin, University of Missouri; secretary and treasurer, James Melvin Lee, New York University; executive committee, W. G. Beyer, University of Wisconsin; I. W. Piercy, University of Indiana.

Marsh Leaves Cooper Underwear Co.

H. M. Marsh, formerly with Marshall Field & Co., wholesale, and recently in charge of the sales promotion and advertising of the Cooper Underwear Company, has resigned to promote the interests of several new concerns and will be located in Chicago about January 1. A successor has not been appointed.

Advertising is teaching the consumer what to buy with profit to himself, the dealer, and the manufacturer.

Indirectly it is selling—primarily it is teaching the crowd “what to buy.”

It is “dealer influence”—but only when the lesson to the consumer has been sufficiently pointed and interesting to compel him to buy from the dealer what the manufacturer has made and sold to the dealer.

Advertisements are merchandising sermons to the masses—the 98% who earn less than \$4000 per annum.

These merchandising lessons to the crowd should be printed in those periodicals which by the quantity of their circulation prove conclusively that being desired by the multitude, they can be used by discriminating advertisers to teach the masses not only what to buy, but what to *pay* for the merchandise they purchase.

On December 7, The American Sunday (Monthly) Magazine will go into more than 2,228,000 homes.

On that day the greatest single audience in all the country will pay to the news-dealers in more than 6000 cities, 2,228,000 five-cent

pieces to secure this magazine and the newspapers with which it is distributed.

It will not be called in the streets by thousands of boys. Few will be importuned to buy—yet 2,228,000 people *will buy*. It will be the greatest possible demonstration of voluntary and popular demand enjoyed by any single publication.

2,228,000 voluntary buyers render in our minds the American Sunday (Monthly) Magazine an absolutely necessary medium to the advertisers who are teaching the "98% what to buy and at what price."

These 2,228,000 families are not entirely grouped in our six centers of publication, but are located in more than 6000 towns in numbers sufficient to create consumer demand intense enough to not only force dealers to buy but enable them to buy and sell sufficiently fast for profit to themselves.

A ninety-six-page booklet tells where our readers are located. Send for it.

Forms for February close December 25th.

American Sunday (Monthly) Magazine

119 West 40th Street
New York City

908 Hearst Building
Chicago, Ill.

The Man Who Can Discriminate

There is a certain kind of advertiser who can afford to pay as much for one class of circulation as another—in other words, his only measure of the value of a medium is numerical. That is the advertiser who sells the cheapest article of its kind, and whose chief argument is the low price.

As soon, however, as the advertiser's product begins to "grade-up"—begins to have a higher value than some other article of the same nature, due to superiority in quality—circulation values, for him, begin to vary.

As quality enters into the commodity, possible sales per thousand circulation of the cheap paper decrease; while possible sales per thousand circulation of the good paper increase.

If what you have to offer requires some appreciation of quality distinctions, in order to make a sale, it is a proposition that belongs in the mediums whose readers have learned to discriminate.

Associated Farm Papers

537,000 Farmers

Who are discriminating in their selection of reading matter or they wouldn't be with us.

	Established
NATIONAL STOCKMAN AND FARMER Pittsburgh, Pennsylvania Supreme in Ohio and Pennsylvania	1877
FARMERS' REVIEW Chicago, Illinois Supreme in Illinois	1877
FARMERS' GUIDE Huntington, Indiana Supreme in Indiana	1889
FARMER AND BREEDER Sioux City, Iowa The Cream of Four States (Ia., Neb., Minn., S. D.)	1878
NEBRASKA FARMER Lincoln, Nebraska Supreme in Nebraska	1859
FARM AND RANCH Dallas, Texas Supreme in Texas and Southwest	1883
CALIFORNIA CULTIVATOR Los Angeles, California Supreme in California	1889
RURAL CALIFORNIAN Los Angeles, California Supreme for Fruit Growers and Ranchmen	1877
THE RANCH Kent, Washington Supreme in the Pacific Northwest	1895



Associated Farm Papers

Chicago
Steger Building
D. C. Kreidler, Manager

Saint Louis
Globe Democrat Building
C. A. Cour, Manager

New York
Fifth Avenue Building
S. E. Leith, Manager

How Valspar Found the Right Talking-Point

Reasons for the Use of a Comparatively Minor Argument—The Chief Point of Superiority Kept in the Background—Importance of the Visual Argument—How the Trade Was Impressed

By Roy W. Johnson

WHEN the manufacturer calls to consultation and submits a list of the different points of superiority which his product presents, the decision as to which of those points is to be "played up" may mean a difference of a good many thousand dollars a year. Sometimes, in fact, the point of real superiority isn't the best advertising point by a long ways—though it takes a real advertising man to see it. Usually he has to be a real diplomat, too, in order to persuade the manufacturer that he is right.

For a concrete example, take Valspar, a general utility varnish made by Valentine & Company, New York. After considerable experimenting the company had succeeded in making a quick-drying varnish which was also hard and tough—something quite unusual in the varnish business which had come to accept as an axiom the rule that the tougher the varnish the longer in drying. Because of its peculiar property the new varnish was suitable for quick adoption in places where a long time could not be spared for drying; which included nearly all varnish users outside of piano and vehicle factories and the builders of boats and railway cars.

That was the really important feature of Valspar, and one can imagine the persuasion it took to get the makers to place the advertising emphasis upon a comparatively insignificant talking-point; the fact that Valspar won't turn white in water. But as everybody who reads the magazines knows, that is where the advertising emphasis is placed, and the strategical advantage of that

choice of a talking-point for purposes of advertising copy is apparent the moment the situation is analyzed. It will be observed that I do not attempt to take sides in the dispute of varnish makers as to the technical merits of varnish that won't turn white. A discussion of technical merits would involve a definition of what the "life" of a varnish really is during that period that it "won't turn white." Valspar has put the merit of this definition of a good var-



\$1,000 Varnish Test!

Valentine's Valspar is a wonderful discovery in varnish making. The boiling-water test shown above does not injure it. We offer \$1,000 of it each.

VALENTINE'S
VALSPAR
The Varnish That Won't Turn White

If a cup of coffee is set out at dinner, for instance, you need not bother to wash the cup when the table is set. Just let Valentine's Valspar varnish stay there until it dries, no water will touch it. It is not necessary to wash dishes with Valspar. Neither will hot dishes hurt Valspar. To clean it is weak. No fuming.

With steady oil or varnish to keep it in fine condition. Furniture dealers are now beginning to sell tables, chairs, and other furniture which are varnished with Valspar. It is worth taking a great deal of trouble to keep furniture in fine condition for the future—Varnished with Valspar.

It is not necessary to wash dishes with Valspar. Neither will hot dishes hurt Valspar. To clean it is weak. No fuming.

VALENTINE & COMPANY, 458 FOURTH AVENUE, NEW YORK
NEW YORK CHICAGO BOSTON TORONTO PARIS AMSTERDAM
W. F. MILLER & CO., 1000 Broadway, New York City

VALSPAR

STRIKING MAGAZINE COPY

nish up to the consumer with whom the case may safely be left.

In the first place, every varnish maker can claim a quick-drying varnish with a tough surface. "Quick-drying" and "tough" are both very elastic terms with plenty of latitude for individual interpretation. Like "durability" they are easy to claim and impossible to prove until long after actual use of the product.

NO CHANCE TO VISUALIZE "QUICK-DRYING"

More important still, the general public—who really determine the kind of varnish used—cared not a bit about its drying qual-

ties. That was strictly the funeral of the man who applied the varnish. The public who used *things that were varnished*, but never applied any varnish, would be mighty hard to enthuse over a purely technical point. Undoubtedly a tough, quick-drying varnish was to the householder's advantage, but it would be a terrific job to make him take any interest in it.

And furthermore, while the quick-drying quality was not susceptible of proof, the quality of retaining its lustre in water could be proved in a spectacular fash-

varnish—for floors, woodwork, furniture, and the wide range of objects varnished by the local painter, and by the housewife herself—dealer distribution was an absolute necessity. And in selecting its advertising emphasis the company had to choose one which would convince the dealer that the product was "different" on the one hand, and that it would sell on the other. Hitherto the company had been selling to painters; now it must sell to laymen and to dealers, and the talking point which would appeal hardest to the painter had to be set in the background.

In considering the Valspar campaign it is well to get those facts in mind at the start, for the campaign is closely drawn about the slogan, "The Varnish that Won't Turn White." It would have been a perfectly simple matter to start the campaign wrong by emphasis upon the most obvious point of advantage. In fact it looks as though nine men out of ten would have been *sure* to start it wrong.

A GRAPHIC WINDOW DISPLAY

ion. A job of painting floors or woodwork in the house is a matter of only very occasional occurrence, while it is almost a daily matter to spill water on the floor or on the table. There is a big difference between telling the housewife that she can save twenty-four hours next time she has her floor painted, and telling her that a leak in the radiator won't spoil the varnish. The leak may come any day.

Besides all that the company had to consider the local paint dealer for the first time in its history. Valentine & Co., had been making coach and carriage varnishes since 1832, selling them direct to the users: the railroads, the carriage factories and the local carriage painters. The company had no dealer distribution, because it had needed none.

But to market a general utility

PLAYING UP THE SLOGAN

Adding a new product with a totally different method of distribution is a job to keep the most expert of merchandisers busy for a while. Though he isn't advertised as such, somebody connected with the Valentine organization surely deserves the title of "expert," for it is recorded that he took the old sales force which had been calling upon users only, added a list of dealers in their territories, taught them dealer selling talks, and landed 3,000 dealers in a single year. Easy? Ask anybody who has ever tried to get a bunch of salesmen to call on a new class of prospects.

The company has always played its slogan up to the limit, in magazine, newspaper and trade-paper copy, in booklets, dealer electros, moving picture slides,



window displays and demonstrations. It leaves no stone unturned in order to prove to everybody within sight of a Valentine ad or a Valentine dealer that Valspar *won't* turn white. A prominent feature of the copy now running is the offer of \$1,000 for the proof of any case where Valspar has turned white. It is needless to say that the company has experimented until it is pretty certain not to give up the money.

The company's scheme to make prospects act as their own demonstrators was described briefly in *PRINTERS' INK* last January. The company's ads still carry the offer to send to an inquirer a two-ounce bottle of Valspar and a piece of japanned tin upon which to test the varnish. The company recommends that the recipient take some varnish of any other make, cover one end of the tin with it, and the other end with the Valspar. Immersion in water for four or five days will prove conclusively that the rival varnish will turn white while the Valspar will keep its original color. The company has sent out thousands of the samples, first and last. Adam Haskell, the advertising manager, says that undoubtedly a good many people make the test as directed, and a good many more experiment with the Valspar without going to the trouble of making competitive tests. Even if no use is made of the sample it is not entirely wasted, since it serves to prove the company's faith in its claims.

THE SUBMARINE DISPLAY

But the ten-strike in demonstrating the talking point was the company's use of the dealer's windows to prove to passers-by—and incidentally to the dealer himself—that Valspar *"won't turn white."* The chief feature of the display was a square glass tank, with a half-model of a submarine boat attached to the inside of the back. The model was made of copper, painted black, and then varnished with alternating stripes of Valspar and four other varnishes. Thus every other stripe was Valspar, though the stripes were invisible.

The dealer was given clear directions to set the tank up in his window in a certain way, fill the tank with water, and let the display do the rest. As the stripes which had been painted with the other varnishes gradually turned white, leaving the Valspar black, the dealer had an object lesson which could hardly fail to enthuse him over the sales possibilities of the varnish, and there were plenty of signs in the dis-



MOVING PICTURE COPY

play to give passers-by a clear idea of what was going on. Sometimes the dealers wrote in and asked the names of the other varnishes on the model. They were promptly told, though the information was never volunteered. Sometimes dealers would propose to revarnish the model themselves, using varnishes of their own selection as competitors with the Valspar. Such offers were promptly accepted, the company telling dealers to go as far as they liked.

A new window display has just been designed to take the place of the submarine boat which has had pretty near 100 per cent circulation among the dealers who could use it. The new display is a mechanical device which dips a piece of tin varnished with Valspar, and one varnished with a competitive product into tumblers of water, and raises them out again. The arms holding the pieces of tin are arranged on either side of a clock face, on which a hand points in turn to panels of different colored wood varnished with Valspar. Each

of the panels has been mistreated in a different sort of way—run over by heavy casters, soaked in boiling water, pounded with a hammer, etc., and attention is called to the unimpaired condition of the varnish.

The company has made consistent use of the general magazines, and has supplemented them with a list of newspapers in which it has bought space featuring the dealers' names. All of the copy—as well as moving picture slides and a good deal of the booklet matter—has been tied together with a series of illustrations showing commonplace home happenings, such as an overturned coffee cup on a varnished table, a leaking radiator, overflowing flower pots, a sudden shower pouring in the open window, etc. Lately the company has added some more striking illustrations, such as the one reproduced showing the "boiling water test" on a table, and a counter sign showing a little girl operating on a hardwood floor with a watering can. These illustrations are in line with the thousand-dollar offer.

The latter feature has been the occasion, too, of considerable human interest copy, such as the tale of the fisherman who varnished a buoy with Valspar and rowed out every day to see if he wasn't in line for the reward. Consistent use has been made of dealer electrocs, moving picture slides, imprinted booklets, etc. Inquiries from magazine advertising have been answered direct, giving the dealer's name, and then turned over to him for attention.

But the best plan of all looks to the future. "If you were a furniture dealer," said Mr. Haskell, "how would you like to advertise your store with a cut like that boiling water test, for example?" Already three furniture manufacturers are using Valspar, and are affixing a label to their product which says so. It is only a beginning, for the company has just begun to go after furniture manufacturers in spirited fashion. But a good many consumers are already asking for furniture varnished with Valspar, and the company does not think it will be

tremendously difficult to persuade a goodly number to ask to see the Valspar label. From that point it is only a few steps to the point where the furniture dealer will use Valspar electrocs, and that will mean about as choice a lot of supplementary boosters as any concern ever had to its credit.

Judging by the readiness with which some retailers fall for the ready-made ad service, the plan ought to succeed. Judging by the difficulty many concerns experience in getting their own dealers to use electrocs, it will pretty certainly not amount to much. You pays your money and you takes your choice.

But when all is said and done, the success of the whole campaign thus far has been based upon the wise choice of a talking point—or a point of contact if you like that better. "Quick drying" is a pretty hard thing to visualize in a window display, or to illustrate in a magazine. "Won't turn white" is comparatively easy. I'll gamble that it was an interesting conference when the thing was decided, just the same.

Programme for Technical Publicity's Next Meeting

"What an Advertising Man Should Know About Drawings, Engravings, Etc.," will be the subject of the next meeting of the Technical Publicity Association which will be held in the Martinique Hotel on the evening of December 11.

Subjects on the programme and those to whom they have been assigned are as follows:

"Important Things to Know About Art Work," Benjamin Nash, art director, Frank Seaman, Inc.; "Interesting Information About Engravings," A. W. Morley, secretary-treasurer, Electro-Light Engraving Company; "How to Get Best Results from Electro-types," Frederick A. Ringler, president, F. A. Ringler Company; "Things to Consider in Order to Get Best Results from Cuts in Printing," Oliver L. Bell, manager, Robert L. Stillson Company, New York.

Hallowell Joins Boston "American"

Montgomery Hallowell, former advertising manager of the United States Motor Company, is now connected with the advertising department of the Boston *American*.

SIGNIFICANT CIRCLES



They mean that:

In New England one woman buys silk piece-goods to six women who buy ready-to-wear dresses.

In the Central and Far West the ratio is about one to four.

In the South, one to two.

Many textile manufacturers have sensed these conditions, if they have not found them out by actual investigation. Apparently, however, there are some who consider such knowledge non-essential. They would leave that worry to the jobber.

Yet when such a manufacturer calls on advertising for support, he may find himself in possession of a powerful current, with no knowledge of where to lay his wires.

This does not apply to the textile manufacturer alone.

The follow-up of a national magazine campaign is not done to the best advantage by a care-free effort here, there and everywhere. Its power comes when it is directed into those channels where the demand is most susceptible. If these channels are unknown, a needless waste may result.

Advertising is the nearest target for blame when a blind campaign fails.

It is for this reason that we who have advertising at heart want to do all we can to prevent campaigns from starting blindly.

THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia



"Unlike any other paper"

Dealer influence is best built on known consumer influence, we suppose. Here is what a jobber wrote about

The Farm Journal

"We are very glad to be able to advise you that many of the leading lines of agricultural machinery, which we distribute in a limited territory in this part of the United States, are advertised in your columns by the manufacturers, who should necessarily be the ones to place the advertising in mediums of such wide national distribution as yours.

"You will be glad to know, moreover, that The Farm Journal shows up very strong in the ratio of inquiries received to money expended. We believe we have said to you before (but there is no harm in repeating a pleasant comment when it can be done truthfully) that of all the agricultural publications which find their way into the writer's hands, none is perused more regularly or with greater pleasure than yours."

More facts can be had at any time. We believe our investigations can help in most cases.

February closes January 5th.

Wilmer Atkinson Co.
Washington Square, Philadelphia

Would Price Maintenance Make Jobbers Behave?

Manufacturer Surveys the Obstacles in the Course of Marketing a Specialty, and Finds Much That Is Uneconomical—The Chain-Store as a Perplexing Factor—Address before St. Louis Club

By John C. Reid

Vice-President, National Oats Co., and the Corno Mills Co., St. Louis

IN order to discuss with any degree of lucidity so important a subject as the jobber, in a short paper, it is necessary for us to assume that our present system of merchandising—that is, private and practically unregulated exploitation of man's supplies—is thoroughly logical and evenly abreast of our present stage of social and economic development. It is necessary for us to assume that the present merchandising system which justifies the selling of, for instance, clothing to the consumer at a price of which only 40 per cent represents the actual cost of reproducing the garment, is just.

The jobber can job staples, goods without trade-mark or known reputation, or rather let us say without advertising and the added cost of making the wares attractive and pleasant, with little trouble or confusion. But the stumbling-block for the jobber is that the manufacturers have made specialties of all staples. For example, we have now reached practically the final step in specializing of food products with granulated sugar sold in cartons. We have had lump sugar sold in cartons for some several years past, but within the last few months we have noted the arrival of granulated sugar in cartons.

The manufacturer who decides to specialize his product by advertising and sales work has two methods of distributing through the jobber open to him:

First, by means of the exclusive sales arrangement, with one jobber to each logical jobbing section.

Second, by general distribution through any and all jobbers without restriction.

The first course is not satisfactory. There are, for instance, in the jobbing of foodstuffs too many jobbers. The manufacturer cannot effectively reach enough retail grocers through any one jobbing house to justify the expense of a general advertising campaign.

BIG FACTORS IN CONFLICT

With the second course, that is, general distribution through any and all jobbers, we have the results that are now so perplexing and annoying to so many manufacturers. General distribution of advertised products in our present stage of merchandising development leads to price-cutting on the part of the jobbers in their eagerness to get the business. This reduces the jobber's profit on advertised specialties, and the result is the jobber endeavors to enter the manufacturer's field with his private brands. Here is where the problem under our present system becomes knotty. The jobber is becoming a manufacturer. Shall the manufacturer become a jobber? He (the manufacturer) has, is and will have to continue to become a jobber so long as the jobber tries to become a manufacturer. The issue here is clear and sharply defined. It will be readily apparent that the advantage is at this stage of development on the manufacturer's side, since the jobber cannot possibly become a manufacturer in all of his lines.

A successful jobbing manufacturer must specialize on one line of foodstuffs. By this we do not mean one article, but one complete line, as, for instance, Heinz could successfully be a jobbing manufacturer of his 57 varieties. The National Biscuit Co. and Loose-Wiles Biscuit Co. are already successful jobbing manufacturers.

The present rapid growth of the chain-store is lending the greatest possible incentive and impetus to the desire of the manufacturer to become a jobbing manufacturer, and more than 85 per cent of the independent retail grocers, unknowingly, perhaps, are lending

their aid in their own speedier and total elimination. They are doing this by the co-operation they are rendering, particularly outside of the large cities, to the jobbers on their private brands.

At this stage of our development, practically all of the substantial manufacturers of food specialties decline to sell direct to any retailer's organization or chain-store. The retailer's organizations and chain-stores are therefore compelled to market their own private brands. The chain-stores are doing everything in their power to educate the consuming public away from the influence of the specialty manufacturer's advertising. For this they are not to blame. It is simply one of the weapons close at hand, and one which they are compelled to use because there are many advertised specialties that they cannot buy advantageously for themselves because the manufacturers will not sell them direct at the jobbing price. In order to make their chain-store proposition a successful one, it is necessary for them to buy at the jobbing price.

PRICE MAINTENANCE THE ANSWER

Is it not apparent from this that every independent retailer who handles private brands and attempts to weaken the demand for advertised food specialties with these private brands, is helping the chain-store proposition just as much as he possibly could were he directly in their employ? What will be the outcome of the present trend in merchandising?

The manufacturer will necessarily have to become the jobber of his line, and to a degree will take the place of the jobbing house as it is known at present. The chain-store will gradually and surely take the place of the independent retail stores, and also of the present jobber to a degree. The some 250,000 retailers of food products in the United States will be reduced to about 25,000 channels of distribution. Mind you, the number of stores will not be decreased, but the ownership, or rather as stated, the channels of distribution, will be reduced. The

2,500 jobbers of the United States will be reduced to approximately 500 jobbing manufacturers. Centralization in its most pronounced form, yes, but what else is possible under our present system and laws? What is the alternative?

I hold the only alternative is to legalize price maintenance. If the manufacturer can prove that his margin of profit is fixed fairly, he should then be empowered to maintain that price. If it can be proven that the jobber's profit on an advertised specialty is a fair one, the manufacturer, with the co-operation of the jobber, should be empowered to fix that profit and maintain it. Likewise, with the retail selling price to the consumer, if it can be shown that the margin of profit to the retailer is a fair and just one.

The method of accomplishing and enforcing the legalization of price maintenance will be a very complex one, and calls for careful and thorough study, but it is worth the price in time and effort on the part of every retailer, jobber and manufacturer of merchandise.

"Concrete-Age" Representatives In Several Territories

Albert Stritmater has been appointed representative for *Concrete-Age* in Southern Ohio. R. N. Jackson was recently placed in charge of this publication's work in Northern Ohio and Western Pennsylvania. Harold G. Blodgett is now looking after the interests in St. Louis and vicinity.

Wasson with "Farm News-Family Magazine"

Lloyd R. Wasson, formerly Eastern manager of *Home Life* with headquarters in New York, is now advertising manager of the *Farm News-Family Magazine* of Springfield, O., and Chicago.

Cassidy with Johns-Manville

Edward A. Cassidy has become sales manager of the automobile accessories department of the H. W. Johns-Manville Company, New York.

Mr. Cassidy was formerly a member of the firm of Petry-Cassidy, Philadelphia.

Archer A. King has been appointed Western United States advertising representative of the *Canadian Courier*.

Wanted—A Man

A job in the Make-It-Pay Dep't is important enough to permit us to use our regular space here to advertise for the man to fill it.

This department is something more than a copy department—it is literally what its name implies, a department to make advertising pay the advertiser. Not until then does it pay the publisher. *

There are sixteen people here working to that end—succeeding often, failing sometimes. We have room for another man in

The Make-It-Pay Dep't Hill Publishing Co.

who has in him the ability to succeed often and profit by his few failures.

He may be a newspaper man with the ability to grasp technical details of machinery as well as to get news interest into his copy; or he may be an engineer with the ability to write about machinery and devices interestingly and convincingly. Or, lastly, he may be a trained advertising man—but not an overtrained one; we require adaptability.

In writing, give full details of education and experience and salary wanted. Replies confidential. This is a good place to work.

Address, H. E. CLELAND, Mgr.

Make-It-Pay Dep't, 505 Pearl Street

NEW YORK

Hill Engineering Weeklies:

**The Engineer-
ing and Mining
Journal (1866)**

Devoted to
Metal Mining and
Metallurgy. Cir-
culation 10,000.

**Engineering
News (1874)**

The standard
Paper of Engi-
neering and Con-
tracting. Cir-
culation 20,000.

**American
Machinist
(1877)**

Devoted to the
Work of Machin-
ery Construction.
Circulation 26,750.

**Power
(1880)**

Devoted to the
Generation and
Transmission of
Power. Circula-
tion 30,500.

**Coal Age
(1911)**

Devoted to Coal
Mining and Coke
Manufacture.
Circulation 12,250.

How Gorham Designs Suffer from Piracy

Imitators Who Steal Patterns Work Injury to Competitor, Public and Themselves—Abuse Calls Loudly for Remedy—English Law—Address before National Registration League in New York, Nov. 21

By John S. Holbrook

Vice-President of Gorham Mfg. Co., Silversmiths and Goldsmiths, Providence, R. I.

IN the silverware industry we have a business which is as much dependent upon designing as any other business that might be named, for mechanics play but a small part in our finished product, that is, our product is not mechanical in any sense of the word. It is purely ornamental.

I might talk at length upon the artistic side of period designs, period dinner-ware and tea-services and the elaborate and artistic side of our business. It is in that side of the business that my interest lies far more than in the commercial wares, but it is the commercial stuff that is our bread and butter and on which we pay dividends. It is the commercial stuff that stands most in need of protection, and you must realize that just as much care proportionately and just as much thought and ability go into the designing of a five-o'clock teaspoon that retails for \$7 per dozen as into the tea-set which sells for \$2,500 or \$3,000; in fact, in the commercial goods there is often more thought given to design in proportion to their worth than to the more expensive work, for in the course of manufacture our art wares, as I will term them, are not hampered by any thoughts of mechanical requirements. The fine goods will be sold at a sufficient price so that the most able workmen can be put upon them and paid adequately for their time. It is when we go down to the \$100 tea-set and the \$7 per dozen spoons that we have to stop and think. We have to decide how far we will go into the matter of expensive tools in order to cut the cost of the product

down. We have to consider the form to see whether it is the most economical that can be constructed and still give us the piece at the price we are seeking.

LIMITATIONS OF PATENTS

Protection is obtained fairly easily on a spoon pattern under our present patent laws for the reason that a design patent is taken out for a handle for forks, spoons and similar articles, and as necessarily the handles of the different pieces match in most patterns; one patent covers the whole range of 150 different articles which comprise the pattern.

But when we come to a service such as a tea-service or a tea and dinnerware service combined, we confront a different problem. A design pattern covering the teapot would not cover the coffee, cream or the kettle. A design patent covering an oval meat-dish would be no good on a round entrée-dish or waiter, and if we go into the patents necessary to protect adequately a commercial dinnerware service, we would have to spend in addition to the cost of our tools a great many dollars, under our present patent law, so that the commercial service would represent first, the outlay for the designs; second, the outlay for the tools, and third, the outlay for patents, if it was to be protected, and the burden would become almost unbearable.

It is not on the expensive art goods that we fear competition or a copying of our designs, because in this class of work the execution requires such high-paid labor, is so elaborate, and there is such a comparatively limited market for these goods, that a man or concern who can afford to pay for such labor prefers to turn out his own designs rather than be known as a copyist. These goods, therefore, take care largely of themselves. It is different with the commercial goods.

GOVERNMENT SHOULD ACT AGAINST PETTY THIEVES

We have heard a great deal in these days of legislation against large corporations and big business.

of the iniquities of trusts and unfair competition produced by them, but we do not hear of the evil doings of the petty and mean business and the unfair competition exerted by the little manufacturer who is a design pirate, and whose main object seems to be to steal other men's brains. This class has kept religiously in the background, or at best is one of the discontented mob howling against the big business.

Now no large business and no broad-gauged business man fears honest competition. Competition has been said to be the life of trade, and is, and competition today, in spite of your big trusts and your big business, is keener than it has ever been. There is room for all of us, and I do not believe that honest competition ever hurt anybody.

But when the business which is large and broad-gauged, and employs competent designers at a great expense, has produced original goods and has placed them upon the market, to have these designs copied by the design pirate

is, to say the least, discouraging, and it is particularly serious in our business for this reason: Dealing as we do in precious metals, we believe that a certain standard of designs and a certain standard of execution should be maintained.

When we are studying a commercial piece, we try not only to have the design right but to put the proper amount of weight into it, so that it shall not only be sterling silver, but of sterling worth as well. We then put the price as low as we can and make a living profit.

Along comes the design pirate. It may be we have put out a good selling candlestick — perhaps a spun stick which any little manufacturer who has a lathe and a few chucks can copy. He copies it and makes it of a gauge of silver far lighter than we would ever use (I have had candlesticks submitted to me so thin I could cut through the silver with my thumbnail), the price is cut a dollar or two, and an advertising campaign is launched on that stick.

Now whether we meet such

The George L. Dyer Company 42 Broadway New York



**Newspaper Magazine Street Car
and Billboard Advertising
Business Literature
Publicity and Merchandising Counsel**

competition or not depends on certain things. The little man may be so small, and his facilities for getting the stick on the market so limited, that we can afford to laugh at him, and tell such of our trade who bring the matter to our attention that after all it is so insignificant we are not going to pay any attention to it.

MEETING "INSIGNIFICANT"
COMPETITION

Our usual course, however, when such competition gets troublesome, would be to maintain our weight and standard and drop the price to meet his competition. The result is damaging to us and to him. He has put out a stick on which he can make little or no profit. Our stick, when the price is made to meet his price, will outsell his because it is a better article.

We have been robbed of a living profit on a design which was originally ours; but that is not all the damage. There is a damage to the whole trade at large because his stick is so poor that it will not even stand engraving, because the engraver will cut through the silver, and it has become known as such a poor article that many people begin to look with suspicion on all candlesticks. Therefore there is an inestimable damage done to the trade at large.

We had a very noticeable case a few years ago. An almond dish on which our sales were ten or twelve thousand a year, was copied by one of our competitors, a concern too unscrupulous and too mean to hire adequate designers of its own. I may say these people were very notorious design pirates. This dish was copied line for line and the price was cut. In this case the concern was large enough and important enough to secure an important market, and the matter came to our attention almost immediately. We maintained our weight, but we did more than meet the competitive dish in price—we went below it, teaching the manufacturer a much-needed lesson and driving him out of the market on that dish. These lessons are expen-

sive both to the teacher and the taught. The offender in this case was probably loaded up with some unsalable stock, and we have been robbed of a living profit on our dish.

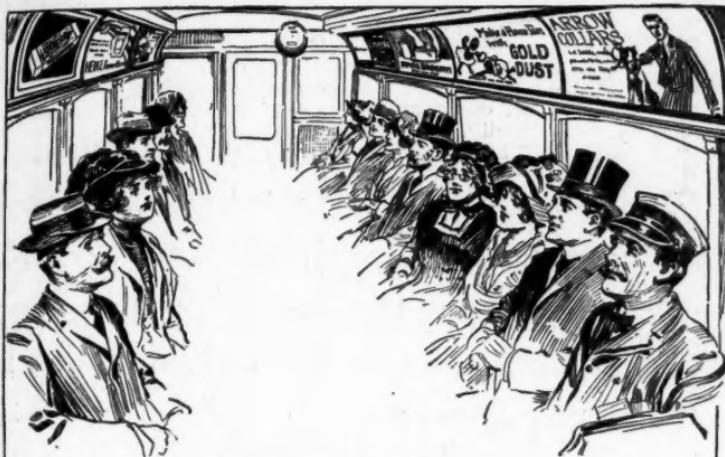
If we attempt to protect all our commercial goods from design pirates our patent account would become so large that it would be unbearable. The ultimate consumer would have to bear the cost in some way. The remedy seems to me to be the passage of a law along the line of the English Registration Law, whereby a design can be registered by the Government and protected for a period of time from the cut-throat competition. The English law is broad, the fees nominal, and the copyrighting or registering of a design makes it unlawful

for the purpose of sale, to apply or cause to be applied to any article in any class of goods in which the design is registered the design or any fraudulent or obvious imitation thereof, except with the license or written consent of the registered proprietor, or to do anything with a view to enable the design to be so applied; or knowing that the design or any fraudulent or obvious imitation thereof has been applied to any article without the consent of the registered proprietor to publish or expose or cause to be published or exposed for sale that article.

Such a law, reinforced by easily-enforced penalties, is a law we need in this country, and if it could be enacted, broad in scope, I believe it would be of untold benefit, not only to the legitimate manufacturer, but even to the design pirate himself, because, thrown on his own resources, forbidden to copy other men's designs, he who is clever enough to see the good in them, would give more attention to his own manufacturing, would originate his own ideas, and would become a legitimate and fair competitor, the public at large benefiting in this way by a better class of goods and a wider variety from which to select.

Frank E. Rowley Dies

Frank E. Rowley, former managing editor of the *Chicago Chronicle*, died in Chicago on November 28. Mr. Rowley had held executive positions in San Francisco and Cleveland.



One Medium That Reaches All Classes

EVERYBODY reads street car advertising—the Wage Earner and Capitalist, Democrat and Republican, Presbyterian and Episcopalian, the American and foreigner,—men, women and children.

Street car advertising gets to the public all around town, day and night. This is a circulation not sought with premiums, but one which, by necessity, seeks the medium.

People *will* go to work—*will* visit—*will* shop—*will* attend theatres—which means people *must* ride on the street cars.

The abolition of street car lines would mean the crippling of business.

The use of street car advertising will mean the increase of your business.

Street Railways Advertising Co.

CENTRAL OFFICE
First National Bank Bldg.
Chicago

HOME OFFICE
"Flatiron" Building
New York

WESTERN OFFICE
242 California Street
San Francisco

IT has been said of Williams & Cunningham as an advertising agency that advertising appropriations always shrink when this agency handles the business. No one has ever said that the returns from the advertising grow less.

We have never boasted of how much we spend for our clients; they boast of how much is done for them by what is spent.

It's all a matter of efficiency based on experience. No money is so easily wasted as advertising money; nor so commonly.

There's food for thought in this for many advertisers.

Williams & Cunningham
1710 Mallers Building
Chicago

Planks from a Sales Manager's Platform

He Believes That To-day Is Unlike Yesterday, and Calls for a Higher Type of Salesman—The Sales Manager Who Cannot Teach His Men to Rely Upon Themselves Is Out-of-date

By A. K. Trout

Gen. Sales Mgr., American Cork & Seal Co., Philadelphia

I BELIEVE—

—that the day of the commercial drummer is gone. The flashily-dressed, loud-mouthed, story-telling salesman is a thing of the past. The merchant of to-day has no time to entertain any salesman who is not strictly a business man. It therefore follows that as well as being a salesman, a successful salesman must also be a business man.

—that the successful selling forces of to-day are made up of men who can think and who do think, and men who can be relied upon to do the right things at the right time, men who are always capable of taking advantage of any situation that may arise.

—that any man before he can become a successful salesman and sell others, must be thoroughly "sold" himself and believe that the line of goods he is offering for sale is the best on earth. He must not only believe this himself, but he must possess the ability to make others believe him.

—that a salesman should never cease studying the possibilities of his goods. He should know them from start to finish, everything connected with their manufacture. In this manner he will gain knowledge and confidence in his line, and Knowledge in any line is Power.

—that the greatest mistake made by the average sales manager to-day is that he sends his men into the territory long before they are ready to go.

—that every selling organization

should have its own school of salesmanship, where good salesmen can be taught the cardinal points and the petty details peculiar to that particular thing which he is to sell.

—that the sales manager of the right kind of a house never drives his men. He never has to, for the reason that the policy of the house is so broad and the men are treated so fair and square by the "powers that be," that they will fight to the last ditch in defense of the company and its products. The house has trained them to be loyal; it accords them fair treatment, it listens patiently to their complaints. It praises them for their efforts and it leaves no stone unturned to have each man in its employ happy and content.

—that the wonderful business-getters we often see were not above the ordinary run of salesmen when they entered the employ of their company. They were men of medium ability who were willing to be taught by a company which was willing to teach and develop by educating the selling ability that lay dormant.

—that a sales manager's job is no bed of roses, and he must always keep ahead of his organization. He is always pushed to the limit by the live-wire men under him, who are always coming with new methods and ideas, their hearts filled with ambition to secure his job.

—that a sales manager must be a keen student of human nature. Successful salesmen are men who are very prone to be "touchy in spots," and the least little jolt will get them out of "whack." One salesman who is dissatisfied or "grouchy" will in time throw the entire organization out of tune. It is the sales manager's business to know his men and their mental attitudes, and to keep them working peacefully and in harmony with the house. Salesmen are like children, to a great extent: you cannot drive them, but to secure the best results you must win their respect and affection, and

they will respond nobly to the slightest request.

—that a sales manager should work hand-in-hand with the advertising man, that the general sales force should be taught the value of good advertising.

—that the salesmen should be taught to study and read carefully all advertising sent out. In turn a salesman should be informed of any special advertising matter that is sent into his territory and asked to follow it with personal solicitation as soon as possible.

—that wherever you find a broad-gauge house with a live-wire executive management, you will find a hustling sales manager and a home-educated selling force that produces results.

Samples for Thanksgiving Dinners

A very timely campaign was started by the Manitou Springs Mineral Water Company, of Manitou, Col., in launching Manitou Table Water and Ginger Champagne in Dallas, Texas.

Thanksgiving Day was set aside and advertised as "Manitou Day." On this day (or the day previous) anyone over sixteen years of age who presented the coupon, clipped from the advertisement properly signed, to a grocer or druggist received one large bottle of either Manitou Table Water or Ginger Champagne free of charge.

The object was to induce hundreds of families to include Manitou water or Ginger Champagne in their Thanksgiving dinners, which would give the test an advantage over ordinary meals.

The copy was illustrated with a half-tone of a scene from the Garden of the Gods, with the line that Manitou Table Water bubbles from the famous rock-bound springs that lie at the foot of the snow-clad Pikes Peak.

Six paragraphs were devoted to describing the purity and health-giving properties of the Manitou products.

Advertise Honey as Against Butter

The A. I. Root Honey Company, of Medina, Ohio, is taking advantage of the advanced cost of butter by advertising "Honey 25 cents—Butter 40 cents." The copy which is now appearing in Cleveland papers brings out the fact that honey is cheaper than butter, pound for pound, and that it possesses a high food value as well as a delicious sweetness. The copy is not only educational but very appetizing and it makes a strong appeal in its suggestion to mothers to give the children plenty of honey.

Educational Ice-Cream Copy

Wheat's Ice Cream Company, of Buffalo, continued its advertising in November, using large space and telling an interesting story. The majority of ice cream advertisements are very brief, but Wheat's goes into detail, describing what is back of the package which is pictured at the top of the page. They preach a sermon on cleanliness and purity, starting with clean, pure milk from a clean herd of cows with clean barns and clean handling. Every woman newspaper reader will naturally be interested in the description of the plant where Wheat's Ice Cream is mixed and frozen. Another section of the copy tells the true secret of the delicate flavor, mellowness and creaminess of this product.

At the bottom of the advertisement is a coupon which entitles the sender to a price list and a booklet answering a universal household question: "What Can I Serve My Guests?" The booklet contains a list of desserts suitable for every occasion and also views of the plant.

The completeness of the copy is shown in the invitation to visit the plant and spend all the time investigating the various processes. Guides are furnished and everything is done to make the visit a pleasant memory.

This advertiser believes in telling his story so completely that the reader will have a thorough understanding of what is back of the package he buys.

Taking Advantage of Christmas Season

The Fairchild Flour Company, of Cleveland, is making an attempt to win the housekeepers through a plan of giving Christmas presents, such as skates, sleds, boxing gloves, dolls, doll cabs, to children as premiums with the flour. A coupon is attached to the advertisement which secures the child's name, street address, grocer, etc. This gives the firm an excellent up-to-the-minute mailing list, and gives it an opportunity to secure a better distribution in the sections where inquiries are fewest.

A gift department has been established to take care of the demand which the advertising promises to create.

New Sampling Scheme

One of the newest schemes for sampling a food product is being carried out in Denver by a milling concern. An arrangement has been made with the *Denver News* to give away free one sack of Burtscher's Entire Wheat Flour with each want ad placed in the Sunday paper. The object of the plan is to get a sample of the flour into a large number of homes so the people will get in the habit of buying this particular flour and in this way help build up a local industry.

The N. M. Sheffield Special Agency has been appointed Eastern and Western representative for the *Montreal Herald*.



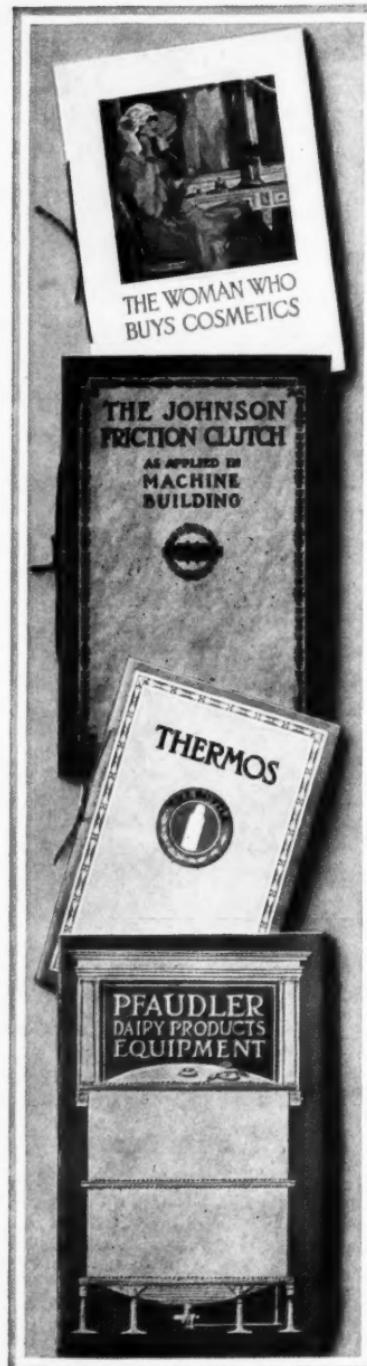
The · PRESERVATION OF · OUR · TREES

The Booklet—and When It Fills Its Mission.

A PROPER booklet is like an introduction by a very personal friend. The acquaintance is begun by its appearance and the friendship is continued by its contents.

Probably the most important, and certainly





the first thing in preparing a booklet, is a consideration of the people it will reach and the story it must present. But little less important is an investigation regarding the firm to whom its production is to be entrusted.

Will it unreservedly put its plant, its skill and its reputation back of the booklet it prints, and has it a reputation that guarantees success of the booklet? Is it capable, experienced and trustworthy?

The next step is the consideration of the "field" of the printer. Has he been producing booklets for years, or is it a new business? Is the booklet and the wares it is to sell to be blighted in any way by the limitations of the printer?

We know booklets—and booklet and catalogue making.

We are probably better equipped—mechanically; creatively—for this work than any other concern in the world.

Mechanically:

We have all the processes of reproduction at our command, so that reproduction best suited to the purpose is not lucky happening, but a regular every-day affair.

Being equipped with all processes, we are prejudiced in favor of no one process.

We use always the method best suited to the subject at hand.

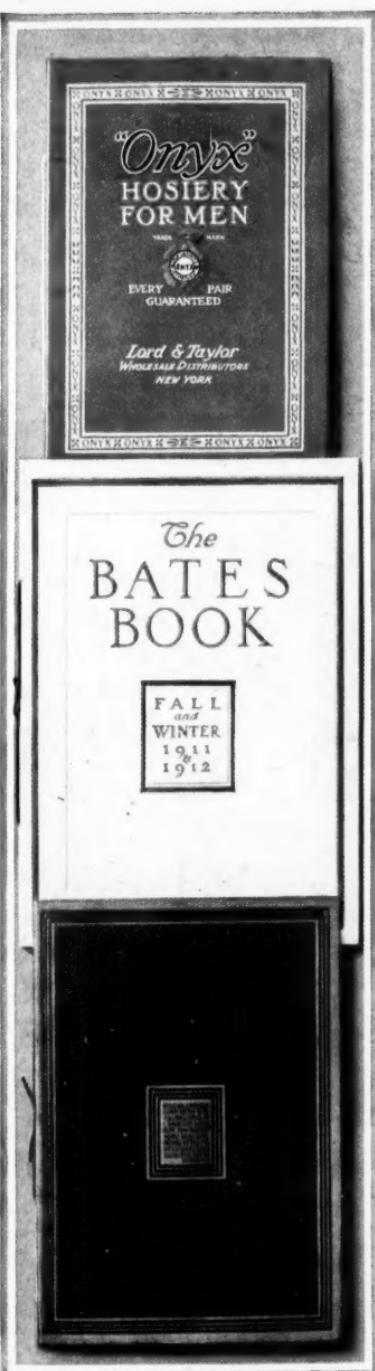
Creatively:

We have an organization of specialists recruited from almost every branch of business. Their combined experience is brought to bear on every problem that comes into this house.

We have an unequalled corps of artists and designers inside the organization.

And we have outside connections with the world's greatest artists. Many of these are under special contract to work only for us.

(Over)





We have merchandizing men who are in daily personal contact with the retailer and his problems.

We have trained writers who are sound analysts; men who really study your product and write convincingly, in that direct personal vein which makes business literature so powerful.

There is a great deal more to be said about this organization.

We would like to say it to you, and show you some interesting new thoughts on your own problem.

AMERICAN LITHOGRAPHIC COMPANY

New York City

Chicago	Boston
Philadelphia	Detroit
Buffalo	Cleveland

Layouts Fashioned After the Shape of Goods

An "Obvious" Scheme That Is not Being Widely Used—Some Recent Advertisements That Strike Twelve in Adapting Shape to the Appearance or Function of the Product

By Gilbert P. Farrar

IN a recent issue of PRINTERS' INK, there were given some interesting facts about the trade-mark of the Hamburg-American Steamship Company.

Often have I wondered why more advertisers do not use displays that are made up of the goods or of an idea related to the goods or service.

From my collection of available material I have found the ads shown in connection with this article. While they seem like a good many when shown in one article, it is a fact that this idea for displays is, at present, very vaguely understood and sparingly used.

The trade-mark outline of a ship which is used by the Hamburg-American Steamship Line does more than dominate the page and the advertising of this company's competitors. It immediately suggests to the reader steamships and travel. There is no question about what the ad is trying to convey. It goes quickly and thoroughly to the point. Even

though the ad be only casually seen it has conveyed a definite thought.

This seems astonishingly simple; and it is. Yet, here is the very point on which this method of display sometimes falls far short of maximum efficiency. Many advertisers do not make the display related to the article or service.

The Blue Ribbon Lemon Extract ad (Fig. 1) is a small ad that is also a very good one. An outline of a bottle of the extract would look not unlike any other extract bottle. So the outline of the lemon is about as close as it is possible to get in order to convey the idea of the product. This excellent little ad was found among many other good ads in the Atlanta (Ga.) *Journal*.

Now to show you how some advertisers might have spoiled



FIG. 1—HARD COPY PROBLEM NICELY SOLVED



FIG. 2—GOODS IN ACTION



FIG. 3—STRETCHING A THOUGHT TO THE BREAKING POINT

this extract ad. For instance, their minds might have dwelt upon the name "Blue Ribbon," and instead of the outline of a lemon they would have shown the

the breaking point as an advertiser would dare go.

Back to Fig. 2 a minute. Does anyone see any necessity for the outside rule? Wouldn't the ad look less confusing if it were omitted and the inner cut made larger?

Now consider some other related thoughts shown in recent displays.

Electricity and electric light are almost impossible to show with any degree of satisfaction. We must, therefore, make the reader see some object that is familiar and related to these subjects. Did you ever see this idea worked out so forcefully as it is done in Fig. 4? This copy, taken from a Kansas City newspaper, is one of the strongest ads, in some features, that I've seen. It is even harder to miss than the Hamburg-American Steamship trade-mark.

The electric globe is synonymous with electric light. But when we think of electricity in general we are most likely to think of it as a spark or a flash.

The New York Electrical School ad (Fig. 5) could not easily be mistaken for the ad of an undertaker. The heading, the idea, and the complete ad are all worked out very successfully.

Now, how are the goods themselves used for display purposes?

The Pro-phy-lac-tic tooth brush



FIG. 4—A FORCEFUL WORKING OUT

outline of a bow of ribbon. Yes, I have seen this done more often than I've seen an ad as good, for its size, as Fig. 1.

We are told that C. W. Post often writes his own ads. That he writes some of them that I have seen is undoubtedly true, but from the number of ads sent out to exploit the Postum Cereal company's products I think the rumor of Mr. Post's authorship is the work of a press agent.

Anyhow, Fig. 2 is a clever ad. It's clever because it is simply the goods in action. That's what it is selling—Post Toasties.

Fig. 3 is another Postum Cereal Company ad. No, it's not selling dinner pails. It is a strange ad when you give it thought. The dinner pail is not the product, but it is a familiar article to the class of readers that this ad is intended to reach. For this reason the thought in the display is stretched about as near

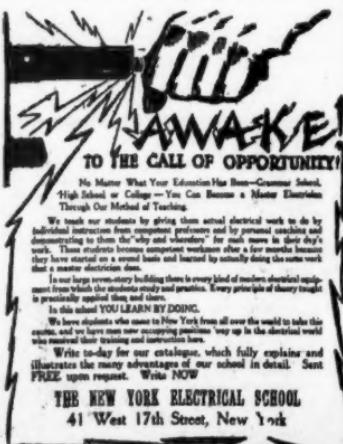
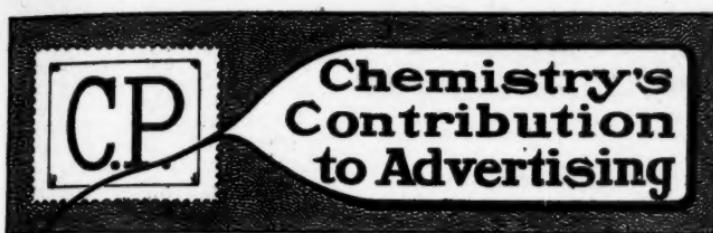


FIG. 5—NO DOUBT ABOUT THE KIND OF PRODUCT



C.P.—“Chemically Pure”—tells the chemist that undesirable elements have been eliminated from the product so marked.

How about a C. P. label for the publications which you use in your saleswork?

C. P.—Circulation Purity—marks the great technical journals.

Conspicuous among them are the

McGraw Publications

Circulation Purity is at the service of those who link up
Metallurgical and Chemical Engineering

with their efforts to sell to the operating officials of ore dressing mills, smelters, refineries, industrial and chemical works, iron and steel mills and metal treating plants. Inactive ingredients are eliminated from this 5,800 monthly circulation—it is pure, concentrated, unadulterated buying power.

Electric Railway Journal

A weekly journal with a circulation of 8,000 among the executive heads, operating officials and department heads of practically every electric railway in America.

Electrical World

A weekly journal with a circulation of 20,000 among electrical engineers, central station officials, electrical dealers, jobbers, contractors and manufacturers.

Engineering Record

Circulation of 19,500 weekly among civil engineers, contractors, waterworks executives and engineers in municipal, county, state and government service.



McGraw Publishing Co., Inc., 239 W. 39th St., New York



FIG. 6—STRONG AND ECONOMICAL

is shaped unlike any other tooth brush on the market. The makers of this tooth brush have been wise to note this feature and the brush, or an outline of the brush, is shown in all of the advertising.

Fig. 6 is stronger in attraction value than many ads two, three and four times its size. This ad measured only twenty-two lines in the September, 1913, issue of the *Metropolitan Magazine*.

When it comes to showing the goods, the related offer regarding the goods and the whole business *in action*, we have (in the parlance of the street) got to "go some" to beat Fig. 7 in display. There should be some way, however, of putting the entire wording "FA Quality Mercerized Lingerie Braid" all in one trade-mark

cut. As it stands it is too "choppy" and not easily grasped.

Fig. 8 is above the average, but could it not be improved? Why have the bottle appear both large

and small in the same display? Why not show the bottle large and mortise out everything beneath the name label "Wright's Silver Cream" and above the edge of the bottle at the bottom, leaving just an outline of the bottle? Then put the reading matter inside of this mortise. Do this and then note how impossible it would be to miss this bottle on a page—any page the make-up man chooses.

Fig. 9 is a lost opportunity also. The black background behind and around the shirts is a drawback. Take it away. Make the white mortise larger. Then you will have room to make the heading of the ad—"3 Custom Shirts for \$5.00"—larger also.

Can't one just see how these shirts would stand out anywhere the ad was placed?

A poster advertising man once



FIG. 7—COPY THAT SUCCESSFULLY DISPLAYS GOODS



FIG. 8—ABOVE THE AVERAGE, BUT—



FIG. 9—A LOST OPPORTUNITY

said that the truth about poster advertising is enough. I am of the opinion that the goods alone would make better displays for many advertisers than so much "ginger-bread" now in use.

Figs. 8 and 9 are cases where much useless effort and expense have been incurred to reduce the display values. Give the article a chance—just the article.

In one newspaper I found three coal dealers using two-inch single-column space. As two of the ads are directly related to the subject



FIG. 10—IT ISN'T EASY TO WRITE STRONG COPY FOR COAL

of this article I show them all as Fig. 10.

Which do you choose? Which looks the most like coal, the lump or the pail of coal? Does the center ad suggest coal?

Some reference should be made here to the street-car cards advertising O'Sullivan's Rubber Heels. It is rather difficult to reproduce the card here but it doubtless has been in every car in the important cities of America. It is a white outline of an Oxford shoe with the word "O'Sullivan's" covering the top of the shoe. The word "Heels" is on the heel of the shoe and the words "Of New Live Rubber" are on the sole of the shoe.

If you have a chance, study this card. It is worth while.

New Advertising Manager of "People's Home Journal"

Joseph A. Moore announces that E. H. B. Watson has been appointed advertising manager of the *People's Home Journal*. Mr. Watson has been connected with that publication for about three years.

Competition for "Presto"

Oriole Biscuit-Mix, an instantaneous biscuit flour which contains flour, milk, shortening, salt and baking powder already blended, is being advertised in Baltimore and other cities.

Getting After the Fakes in Philadelphia

The Walnut Street business men of Philadelphia, at a meeting and luncheon held recently, appointed a vigilance committee to scrutinize all advertising issued in Philadelphia. This committee is the result of an act passed by the State Legislature which puts false advertisements and fake sales in the list of criminal offenses.

E. J. Berlet, president of the association, declared that the action is timely in view of the number of business adventurers who operate in Philadelphia during the holiday season with fake "fire sales," especially of furs. He conferred with Director Porter, of the Department of Public Safety, in regard to checking fraudulent and purposely misleading advertising. Mr. Berlet asserted that Mr. Porter gave assurance that he would proceed against the culprits as soon as evidence was gathered. The association's vigilance committee, Mr. Berlet explained, is watching the bogus advertisers with the view of working up a strong case against them. Certain fur merchants and raincoat dealers seem to be the greatest offenders, it is said.

The action of the Walnut Street Business Association, following similar action recently taken by the Market Street Business Association, is viewed as marking the beginning of a determined effort to put the fake advertisers out of business and make advertising decent and trustworthy.

Pride as the Appeal for a Georgia Product

A new seamless half hose, trademarked "Radium" and manufactured by the Marietta Knitting Company, of Marietta, Ga., is being advertised throughout the State of Georgia by appealing to local civic pride and loyalty to the State.

A large number of fifty-line copy ads are scattered throughout the newspapers with a headline and bottom line "A Georgia Product." These small ads are always followed up by one large advertisement making the appeal that every man interested in the growth, welfare and upbuilding of Georgia factories should stand in Radium, "A Gentleman's Sock" and "Also a Peerless Georgia Product."

It is thought this kind of an appeal will reach the men who are interested in the growth and development of Georgia industries and think there is nothing like being a booster for your town and State as well as your product.

Thompson-Koch Company, of Cincinnati, is now placing the advertising of St. Jacob's Oil.

"THE LAST CALL TO

Recently, I was sitting in a Pullman coach, deeply absorbed in a cracking good story. Twice I was vaguely aware that a negro waiter was flashing through the coach announcing that the dining-car was in the rear and that passengers were being served. I kept on reading.

Finally I fell asleep. How long I slept I cannot say, but I was awakened by a good, stiff jolt of the train. Stretching myself, I walked leisurely back to the toilet, dashed some cold water in my eyes, primped my hair just a little bit and walked back toward the diner.

When I opened the rear door of the Pullman—there stood a flagman tooting a danger whistle and I saw the red switch-lights in the "yards." I knew, deep down in my heart, that I was asking a "foolish, foolish question" when I said, "Pal, where's that diner?" and I knew he was telling me the truth when he replied—"Cut 'er off just now."

My, my, but I was hungry and the knowing was increased when the train started back and we passed the diner on the opposite track. The tables were cleared off, the niggers had removed their jackets and the big

black cook was leaning out of the window talking to his "gal" (in that particular town).

Then I got mad—uncontrollably mad. I cussed that dining-car crew from the cook to the General Passenger Agent of the road, and tried to make myself believe that it was the negro's duty to shake me awake when he was announcing the "last call to the dining-car."

Finally we reached a junction, and while waiting for a train I paid fully as much for a FAIR-LY good meal as I would have paid for a DANDY good meal in the dining-car.

I swore then that if ever I got a chance I would wake every man whom I might discover asleep when the "last call" was being made. It's the *fair, square, manly, HUMANE* thing to DO.

The announcement below is "the last call to the dining-car." I'm just on a salary and it's nothing to me, but I haven't got the HEART to hurry thru the car and leave you sleeping. I WILL admit, however, that the more folks I wait on the more "The Company" pays me. Yet my own experience has filled my veins with the milk of human kindness, and I don't want to see you

TO THE DINING-CAR!!

eat at the Junction. It will cost you as much or more than the diner will and the service won't be quite as "swell."

Won't you PLEASE put down that magazine before you fall asleep? If you are not really hungry—then just a lunch of 14 agate lines in any issue of our paper prior to January 1st, 1914, will give you excellent service at 70 cents a line up to the first of September, 1914.

Those who remain sleeping, however, will eat at the Junction and pay 80 cents per line after January 1st, as the "service" is going to be greatly improved.

Respectfully and very truly yours,

THE PROGRESSIVE FARMER

J. A. Martin
Advertising Manager

Notice: Please report any lack of service or courtesy on the part of employees to Wallace C. Richardson, 41 Park Row, New York City, or to Geo. W. Herbert, 600 Advertising Building, Chicago. Copies of this menu for mailing to friends can be had by applying to any representative of "The Company."

Announcement!!

After January 1st, 1914, the advertising rate will be 80 cents per line for not less than 170,000 circulation per week. Orders for Advertising on which continuous insertions begin prior to January 1st, 1914, will carry old rate of 70 cents per line up to September 1st, 1914.

This rate of 70 cents per line went into effect in March, 1912, when our circulation was only 140,000 per week. It was immensely profitable to our advertisers THEN, and it will be even MORE so with this increased circulation.

Isn't this rate worth holding?

170,000 Circulation; Advertising Rate 80 Cents
After January 1, 1914

THE PROGRESSIVE FARMER
BIRMINGHAM, ALABAMA

The Only Standard Farm Paper in the South

George W. Herbert, Inc.
Western Representatives
600 Advertising Bldg., Chicago.



Wallace C. Richardson, Inc.
Eastern Representatives
41 Park Row, New York City.

The Little Devils That Haunt Salesmen

There Are Four of Them, and They Argue Skilfully That the Call on Prospects Should Be Postponed—But Analysis Shows They Haven't a Leg to Stand On

By the Old Campaigner

In the *Institute Wire*, of the Alexander Hamilton Institute

THREE are four begging little devils that haunt the salesman. Their food is prospect-seeing time.

One hungry little devil is about o' mornings. He mounts the shoulder of the Peerless One and whispers:

"No use trying to see your first man before nine-thirty—got to give him time to open his mail."

And if you so much as waver for an instant he straightway devours the front end of your precious morning.

The next little begging devil's idea of a dainty morsel is a tooth-some mid-day.

"It is now a quarter to twelve," he adroitly starts. "If you see a man now he is liable to be going to lunch any minute, and he'll hustle you through to get rid of you and get out."

If you agree to this proposition, he waits until he gets you comfortably seated at luncheon, or in a hotel lobby, and then suggests: "You can't see 'em before two o'clock now—they won't be back from lunch."

And before your very eyes he gnaws two and one-quarter perfectly good hours right out of the very middle of your priceless day.

And maybe, too, he nibbles off the half-hour between 2 and 2:30 by way of dessert, before he leaves.

As the first suspicion of shadow crosses the afternoon light of these autumn days a third little devil, lean and ravenous, accosts you.

"It is getting dusk," he mournfully chants, "you can't start a new talk now. It's getting dark. Your man won't be in a mood to listen."

And, before you know it, he has gobbled the entire end of your afternoon.

Before these three little begging devils are satisfied your working hours are from twelve to one, with an hour for lunch—or, rather, from twelve to two, with two hours for lunch.

The fourth little devil feeds only at long intervals, after the manner of a snake, and then, like a snake, gorges himself. His food is Saturdays.

"You can't do anything on Saturdays," he pleads, "it's a short day and they're too busy to listen."

And so, without even allowing you to start out, he swallows your Saturday whole.

And the terrible part of it is that they're such plausible little devils.

If you don't watch out you'll find yourself accepting their say-so as the gospel truth. And they can find for you every single hour of the day a seemingly good reason why you should not work just then.

But they're liars—every one.

If you want to prove it just sally forth some bright morning and find out how many men get down to their offices at eight or eight-thirty. Progressive business men cannot transact their business in a few fag-ends of hours in a day, any more than you can. And if a man is at his office at eight or eight-thirty in the morning, it's the best indication in the world that he's a good prospect for you. He's a hustler. He's a "get-there" man.

And he can be turned aside from his mail by something that interests him, as well as he can be turned aside from anything else—and furthermore, progressive business men are not cluttering themselves up these days with the opening of routine mail.

Then just try going after a few prospects between twelve and two. You may find a man or two of them out, of course. But all you

have to do in that event is to go on to the next fellow. If you find him in it will prove a splendid time for a thorough and uninterrupted presentation. A man is always ready, between twelve and two, to relax and let up on his work if an excuse to do so is presented. Callers between twelve and two are few and far between, and your chances of not being interrupted are much better than any other time of the day.

You *can* see them before two. If you found a man out between twelve and one o'clock you may be sure that you will find him in between one and two. And you'll be finding him, after he's had a good, comfortable meal and is in a mood to sit back, comfort himself with his after-dinner cigar and listen.

That dusk argument needs no disproving. A man who has been busy in his office all day—and the men that you will sell are all busy men—doesn't know whether it's dark or light outside. And the chances are that he has been using artificial light all day, anyhow.

And as for that "Saturday" devil, he hasn't a leg to stand on. Just you go out and try it.

There will be those who *will* insist on trying to prove to me that, as applied to their territory, these little devils are right.

"You see," I hear one of them say, "what you say is very true, generally speaking; but in my territory, now, things are different—"

But hesitate, I warn you, before you "pull" any of that "different" stuff on me; for I shall immediately class you with the man who tells *you* that "his business is different."

Don't Like School Papers

The Merchants' Association of Kansas City, composed of most of the retailers of the city, recently adopted a resolution protesting against soliciting of advertising for high and ward-school papers. A copy of the resolutions was sent the board of education, with a request to take action on the matter. The Merchants' Association went on record as regarding this form of advertising as duplication, and therefore lacking in value.

Delivering the Goods

THE Best Seller of to-day goes to the Cellar to-morrow—because it aims only to amuse.

HARPER'S WEEKLY will never be a Best Seller—because its purpose appeals to the intelligence of the successful person rather than to the fancies of the crowd.

HARPER'S WEEKLY gives a long life to your advertising—because it is bought to be read.

IF you are interested in Quality of readers rather than Quantity of Circulation, Harper's Weekly can deliver the goods.

FOR the present \$204.00 a page.

Walter H. Manning
ADVERTISING DIRECTOR

McCLURE PUBLICATIONS
McCLURE BLDG., NEW YORK

*The Following Opportunities Are
Now Available for Dominating
Advertising in Greater New York
by Means of Painted Bulletins or
Spectacular Electric Displays:*

- 1.—Electric Sign 50 feet high by 50 feet wide at the Southwest corner of 42nd Street and 7th Avenue, showing to Times Square,—the busiest night centre in the world. Price \$312.50 per week for a year's display. (This is the location occupied for 5 years by the famous "Heatherbloom Petticoat—Girl in the Rain." It is now Omega Oil.)
- 2.—A comprehensive showing of 80 painted bulletins averaging 10 feet high by 20 feet long covering all the more congested, cheaper districts of Manhattan, Bronx and Brooklyn for \$156.52 per week—an average of \$1.95 per week per sign for a year's display. Signs all face on main thoroughfares. This is a wonderful showing for a moderate priced household article.

- 3.—Electric Sign 28 feet high by 42 feet long, West side of Broadway between 35th and 36th Streets (opposite Herald Building) showing to Herald Square—\$150.00 per week for a year's showing. The best value in an electric sign in the United States based on location, size and circulation.
- 4.—Fifty painted bulletins, "specials," on main thoroughfares throughout residential districts of New York near local marketing and shopping centres, averaging in size 10 feet high by 20 feet long—average price \$2.50 per week per location for a year's display. Total cost for 50 bulletins, \$125.00 per week.

All prices include total expense of sketches, painting and maintenance, and construction and lighting the electric signs.

Further particulars promptly forwarded on request.

The O. J. Gude Co. N.Y.

220 West 42nd Street

Hats, Paints, Corsets, Anything and Everything

Charg...
a m...
Copan says the man st...
into the path of the car.

Shows Advertised in "Movies" - A man in Chicago whose pa...
range is derived largely from the
immediate neighborhood has found that
his most profitable form of advertising
is upon slides exhibited in moving picture
houses. The man's neighborhood gives five performances a day
and attracts the trade. The slides, which exhibit only
the latest styles, are well received, and the store man-
ager says that he can trace direct
results to the "movies" advertising
every day in the week.

Fir: Diphtheria
kool Victim Dead

From The New York Times
of October 13th 1913
Can be successfully advertised
in the "MOVIES"

Your customers know this and will advertise your products if you will supply the

ADVERTISING SLIDES

Write and we will tell you how to interest your trade in these up-to-date sales "boosters."

It might be possible to produce a MOVING PICTURE showing your process of manufacture. Perhaps such a FILM would be of great service in "putting across" big deals. We will gladly give you full information on the subject.

HAROLD IVES COMPANY
Incorporated
Metropolitan Life Bldg., NEW YORK

It's No Path of Roses to Write Honest Copy

Copy Writer Warns His Craft of the Danger of Writing for Praise Instead of for Sales—A Suggestive Parallel between Good Copy Writers and Sentimental Tommy—The Vital Spark

By Dudley A. Bragdon

Of the D'Arcy Advertising Co., St. Louis
THE other day one of our clients came into my copy-coop and patted me on the back.

"That last piece of copy you did for us is the cleverest thing you've ever turned out."

The sun burst out from behind the clouds, the little birds twittered on the window-sill and life was gladsome.

I was pleased. I got out the copy and read it over to myself—I gloated over it—I admired it and myself; and then—

I did a little plain thinking.

Was that copy clever because I had happened to touch some little, personal quirk in the mind of the client? Had I, knowing him well, written that piece of copy with *him* in mind as my audience? Was it done to please him, even unconsciously, or was it done in line with what I had mapped out as the principle to his campaign, and to sell his goods?

Then I took hold of that piece of copy and dug into it to the heart. It wasn't an exceptionally good piece of copy—it didn't have nearly the reason for being that some of the other copy had, and which the client had compared unfavorably with this piece.

Further, that piece of copy did not bring the results that others did. So I'm a bit suspicious of a piece of copy that the client calls clever: I'm afraid I've tried to please him instead of sticking to principles.

Shall the copy writer work to please the "boss" or the client or to satisfy his ideals of what is good copy?

There is only one answer to this question, though its ramifications may be many. Be honest. And to

be honest means to work to one's ideals with no stop-over privileges to please anyone personally if in the pleasing one must sacrifice some fundamental principle of sincere work.

The above seemingly bald and bold statement is based on what, in my opinion, makes a truly great copy writer.

WHAT THE REAL COPY WRITER MUST BE

To explain: The real copy writer is a thinker of thoughts before he is a writer of words.

He analyzes his product, its field, merchandizing conditions affecting it, all the whys, wherefores and excuses for being in business of its maker or seller.

From the elements so obtained by analysis, he synthesizes his plan of campaign. This plan, if the copy writer has clear analytical and synthetical abilities, becomes not only an entity but a verity. He has established a principle—a great, central life-cord, as it were, to which every piece of copy, every piece of advertising literature, every phase of advertising and selling the article must be attached, and from which each must inevitably draw its very life if the campaign as a whole is to be a coherent and controlled force.

An advertising campaign is a living, breathing, moving being. Disconnect the central control from any one of its members and you've got a case on your hands of partial paralysis, locomotor ataxia or insanity. Add an extra and unsympathetic member and you've got a deformity.

You know and I know that any business man in America could write better, "snappier" advertisements than any mere copy writer—if he only had the time.

Now, some Sunday when the wife's out or the kids are in the park with the nurse-maid, Mr. Business Man gets to thinking about his advertising—perhaps he runs across something clever someone else has done—and in a minute he has evolved a slogan or dashed off some ideas that he wants incorporated in his next piece of copy.

He tells wife and all inquiring friends about it, and they pat him on the back and say "Good boy—awfully clever—now that's what I call advertising—that's the stuff, give 'em something to catch the attention."

Bright and early Monday morning the agent gets a call over the wire or the employee is called into "the old man's office" and the idea is laid before him.

"Of course, it may be crude, my boy, you may polish it off if you think best; that's your business, the writing of words; but here's the main idea—I want it used next (insert date here)."

Or perhaps said boss or client goes further and, because he or the board of directors or a good friend or just anybody else gets a brilliant idea, he decides to eliminate this from, or add that to, the actual selling principle involved in the copy plan.

SHOULD COPY WRITER SHIFT?

What's the honest copy writer going to do?

Please the boss or the client by adopting something that he knows is wrong? Change a style that he is sure is right? Twist, shift or eliminate a principle to suit a mistaken view-point? Not if he values his life as a *big* copy writer. Not if he is so honest that he won't lie to himself. Not if he is so loyal to his employer or client that he would rather be unpopular than see the other make a false step. Not if he is brave and honest. No, sir—he will fight it to the last ditch.

The other kind of copy writer—the one who bows and smiles and says "Yes, sir," is not a copy writer at all—he is a tip-seeking waiter in a word-serving restaurant—he is an essay on silence bound in half-calf.

He is the copy writer whose whole object in life is to "get by" with his stuff. And that is another thing, this "getting by" idea.

Any copy writer who works on the basis of "getting by" is a mental hypocrite and is cheating both himself and his employer. He is not a thinker, he's a hack writer.

There is only one person for

you to "get by" with, and that is yourself.

Learn to criticise your own copy, to analyze it; establish the habit of being unwilling to say "finished" to a piece of copy until it is right, even if it takes a week to produce it. And when you can honestly say "finished," say it as definitely to the other fellow.

Cut out speed and praise-hunger and go in for quality. In passing I want to say that I believe in *slow* copy writers—not unintelligent slowness, but conscientious slowness.

Do you remember Barrie's *Sentimental Tommy*? And do you remember how he lost the prize because he couldn't get exactly the word he thought was right and quit writing until he did get it? One man called that genius. He was right. Heavens, what a copy writer *Sentimental Tommy* would have made!

BE RIGHT AT ANY COST

Now, of course, if you're conscientious, you're liable to be an undiplomatic person at times. You'll argue with "the boss" or the client who has a beautiful little pet scheme to put over because he knows his friends will say "How clever!" It is pleasant to please—you can servilely follow his ideas and get a pat on the back; but if you do you ought to get a kick in the neck instead.

Be honest. Tell him your objections. Let him think you an impudent upstart if he is not big enough to recognize honesty. Don't follow the boss's ideas unless you agree with him or unless he refuses to listen to argument and says, "I don't care a hang—do it." But if he does and persists in it, look around for another boss or your work will run down like a clock-work toy.

By this I do not mean to say to be cocksure or to be obstinate. You're not infallible. But what I mean is, put forth your objections (you've got to be able to back them up reasonably and logically); argue it out with him as advertising man to advertising man; hear his side and let him hear yours. Be open to honest



It is not always easy
to tell your story in
the kind of homes you
wish to reach.

Since 1836 the PUBLIC
LEDGER has gone in-
to the best homes of
Philadelphia—through
the front door.

PUBLIC  LEDGER

INDEPENDENCE SQUARE, PHILADELPHIA

Best Place to Buy Business

There are no risks to be run in placing your publicity investments in Troy.

You might almost be safe in estimating your probable returns as double those received from less favored cities.

To say that you can buy business in Troy at a less cost and greater profit is certain.

This gives you a basis for an estimate that is not a "guesstimate."

Business and industry in general are stable. No depressions or labor troubles in Troy.

Some cities are forever on the brink of business volcanoes—labor situation with a chip on its shoulder, unrest and insecurity of a southern republic—liable at any moment to overthrow the best-laid advertising plan and partially wreck an appropriation.

Season after season, year after year, Troy's business moves in the same flourishing channel.

The Troy Record

conviction, but don't have a meltable backbone.

Sincerity is a vital thing in copy writing. Be sincere and you'll be doing your *best* even though you will make mistakes. Be weak for the sake of peace or praise and you'll never be anything but a superficial stringer of words together. That's not copy writing, it's space writing; it's fat instead of flesh and bone and sinew. Just remember that the only praise of copy that is worth a continental whoop is coined in the Government mint and delivered to your boss's cashier.

TAKE PRAISE WITH GRAIN OF SALT

Of course, a few kind words when a man has done a good piece of work and knows it (cold-bloodedly, not vainly) is worth a whole lot. It's fine and I'm a believer in it for others and for myself. But unfortunately sometimes even the hardest-headed of us get the compliment-candy habit, and then it's a mighty hard pull and takes a pretty level head to keep ourselves from laying down, rolling over and "playing dead" for that piece of taffy we know is coming to us after our advertising vaudeville. Let's take our candy with a grain of salt—it prevents the habit.

And this takes us back to what I think is the reason for a lot of "stunt" copy performed for praise. The writer had not had a definite purpose when he went at it. If you've got a goal to your copy then there's a reason for every word you say and the way you say every word. Now reason doesn't grimace at the audience—it travels in a direct line, and it doesn't march to music or carry little flower-girls in its retinue unless that music or those flower-girls are going to put money into the king's treasury. Many a king has found that the populace would shout at a pageant, but riot when they were taxed to pay for it.

And many a copy writer has found himself fired because he allowed the "boss" to put on a parade and then discover that he had to pay for it himself.

So, after all, the whole thing

resolves itself into that dear old axiomatic triteism—one of the few platitudes that are true—"Honesty is the best policy."

There never was a "big" copy writer who wasn't honest—no copy writer ever will be big who won't fight for his principles, and that means fighting himself, boss, client, superficiality and the easiest way.

An "International" Convention on the Coast

PACIFIC COAST ADVERTISING MEN'S ASSOCIATION
OFFICE OF THE THIRD VICE-PRESIDENT,
SACRAMENTO, CAL., NOV. 26, 1913.
Editor of Printers' Ink.

In *Printers' Ink* of November 20 I find an editorial upon a proposed International Advertising Convention for London, England, and mention is made of the convention to be held in Toronto, an assured "International" convention, and it occurred to me that you might like to know of this other one to be held in Vancouver, B. C.

The P. C. A. M. A. conventions are real working meetings, and the last one, held in this city in May, was the means of the Coast sending a larger number of delegates to Baltimore in June by at least 50 per cent than we would otherwise have had.

The Pacific Coast Division of the A. A. C. of A. covers an enormous territory, and these Coast conventions are growing in popularity and in usefulness yearly.

I would appreciate a note of the fact that our division was the first to plan and arrange an International Convention, and I know that you will be kept well informed by the officers of this coming meeting.

S. A. CUMMINGS.

Joint Theatre and Restaurant Copy

The leading hotels and theatres of St. Paul, Minn., attracted a great deal of favorable attention at the beginning of the theatre and café season by using a double spread in the local newspapers. The center of the space was devoted to an editorial discussion of the "stars" that would appear upon the local stages and a description of the food that would be placed before the diners. Every important detail entering into the season of gayety was reviewed entertainingly.

Advertising for Pictures of Equipment in Service

The Ransome Concrete Machinery Company, of Dunellen, N. J., has been playing up in the technical papers an offer to pay \$5.00 for each photograph showing Ransome equipment in actual service. Particulars as to the character of the work, size of mixer, output per day and similar details are asked to accompany each photograph.

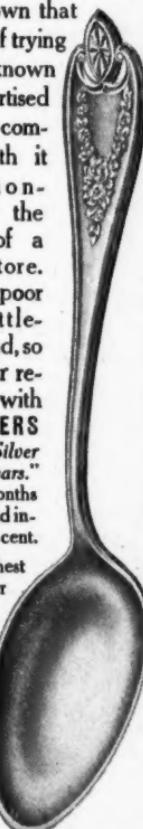
1847 ROGERS BROS.

"Silver Plate that Wears."



ADVERTISING has made this silverware so well known that the fallacy of trying to sell an unknown and unadvertised brand in competition with it was demonstrated by the manager of a western store. Sales were poor of the little-known brand, so the manager replaced it with 1847 ROGERS BROS. "Silver Plate that Wears." In a few months the business had increased 30 per cent.

This is the highest grade of silver plate made. Consistently advertised so for over 50 years by the largest makers of sterling silver and plate.



INTERNATIONAL SILVER CO.
MERIDEN, CONN.

Successor to Meriden Britannia Co.

Advertise to Pave the Way for Peruvian Loan

AS further evidence of the passing of the press agent, and the use of paid space for shaping public opinion, we have the page and a half advertisement of the Peruvian Government in some of the New York papers last week.

In an interview given to PRINTERS' INK by Señor E. Higginson, the Peruvian Consul-General, it developed that the purpose of this advertisement was to pave the way for a £6,800,000 loan which the government of Peru expects to issue in the near future.

It appears that this country has been having considerable difficulty lately in getting someone to take up its loans. A recent loan was made in Europe with difficulty, and Continental conditions at present are such that this market is out of the question. Accordingly Peru must look to Wall Street. But even in Wall Street prospects are not too rosy. Money is not begging and the Mexican cloud does not help any, so Señor Billinghurst, the president of Peru, thought a little advertising to mold Wall Street opinion might be the easiest way around the difficulty.

With this thought in mind it was decided to run a page and a half advertisement in the New York papers reproducing the president's message to a special session of the Peruvian Congress called to consider Peruvian finances. In this message it was set forth just why the loan was needed and facts and figures given to show the ability of the government to take care of the loan.

"It is my government's aim," said the Consul-General, "to inform the banks and other interests that have to do with the taking up of the loan as to just what the financial status of Peru is. We want to give this information in such a shape that they can have it for future reference. In what better way could we do it than through advertising in a paper of general circulation? Everybody

in New York with money to invest will read it. All Wall Street is discussing the idea, and who knows, maybe, when the time comes a whole lot of people outside of Wall Street will want these six per cent bonds?"

The Peruvian Consul said on Monday last that the papers on the list in New York were the *Sun*, *Herald*, *Times*, *Journal of Commerce* and *Wall Street Journal*. He also said that probably other papers in the East would be used later on.

Ad Men's League Course Opens

The first lecture in the course of ten on "The Graphic Arts" which has been arranged by the Advertising Men's League of New York was given on December 2 by John Clyde Oswald, publisher *The American Printer*. Mr. Oswald's subject was "Selection of Printers' Processes, etc."

Lectures which are to follow, with the dates, are:

December 9, "Layouts; Specifications for Estimates; Dummies; Specification for Orders," H. Frank Smith, with the Hill Publishing Company; December 16, "Paper," W. S. Winslow, advertising manager J. E. Linde Paper Company; December 23, "Type," Edmund G. Gress, associate editor *The American Printer*; December 30, review and discussion; January 6, "Tying the Picture Up to Type," Will Bradley; January 13, "Engraving," Gustav Zeese, Zeese-Wilkinson Company; January 20, "Color Printing," Arthur S. Allen, Philip Ruxton Company; January 27, "Printing Processes; Letterpress, Intaglio, Gelatine, Lithography," A. E. Kendrick, American Bank Note Company; February 3, final review and discussion.

All of the lectures are scheduled to be given in the National Cash Register Company's room at 310 West 28th Street.

Texaco's Texas Display

The show of home-made products which just closed in Houston, Texas, was the most successful ever held in the city. This was advertised as the Made-in-Houston Exposition and was one of the features of the 1918 "NOTSU-OH" which is Houston spelled backwards.

Out of all the exhibits the Houston Packing Company won first honors for its display of canned meats, sausages, dressed beef and various kinds of food products.

"Texaco" lubricating oils and other products won second honors. A new idea in illuminated advertising made this display a big attraction. An illuminated star was the center figure of the exhibit. Glass bottles elongated into a fine point and filled with lubricating oils formed the outer border of the electrically lighted red star, through which the letters "Texaco" were traced in tiny incandescents.

Proving Quality!

**The San Francisco Examiner Sells
1,000 Orchids on Nine Inches
of Advertising**

H. A. AVANSINO

FRED C. JAEGER

J. B. AVANSINO

Fairmont floral Co., Inc.

141 POWELL STREET

TELEPHONES: DOUGLAS 4945
DOUGLAS 4946

San Francisco, Cal.
November 18, 1913

Examiner,
San Francisco, Cal.

Gentlemen:-

Recently we advertised in The Examiner a special sale of 1,000 orchids, using for this sale three insertions of a three inch single column advertisement without position.

We are pleased to advise you that on the strength of this advertising we sold the entire quantity of 1,000 orchids within the period of three days on which the sale was advertised, and could have sold many more had we had them in stock.

Very truly yours,

FAIRMONT FLORAL COMPANY,

per *H. A. Avansino*

Advertisers can cover San Francisco and Suburbs with the Examiner alone. Circulation in excess of 120,000 Daily and 222,000 Sunday, by far the largest on the Pacific Coast.

New York Representative
M. D. HUNTON
220 Fifth Avenue

Chicago Representative
H. H. WILSON
909 Hearst Building

"The Outlook for Mail-Or

So says Jacob Rubel in his November 20 issue of Printers' Ink.

Mr. Rubel speaks with authority, as General Manager of the Standard Mail-Order Company of New York, "which has, within ten years, built up a seven-acre thirteen story building."

To quote Mr. Rubel more fully in this connection:

"The outlook for mail-order business is very bright. People are becoming more and more accustomed to use the mails for their shopping. The institution of the parcel post has, of course, helped a little."

COMFORT

is named in the list of mail-order papers and magazines which Mr. Rubel says he uses.

He ran a full column ad.
in November COMFORT.

"Naturally ways and means of getting the business will be studied with greater closeness by mail-order houses," writes Mr. Rubel.

Here is a giant mail-order business that has grown up within a few years from a small beginning.

COMFORT Ads Have Enriched Home Life

"Our Business Is Very Bright"

bel in leading article in the November's Ink

with ability, as the founder and General Mail-Order Company, of New York, in less than two years of its real start, built a very busy home for itself."

Its experience and its methods, as told by its founder, are valuable as a guide to others and should be studied closely.

Is your mail-order business growing?

Are you reaping the profit that you could and should from the immense field of opportunity that is open to you?

Why not try advertising in



the approved medium used by Mr. Rubel and other successful mail-order advertisers?

Forms close 10th of month before date of issue.

Apply through any reliable advertising agency or direct to

W. H. GANNETT, Pub., Inc.,

New York Office: 1105 Flatiron Bldg.
WALTER R. JENKINS, Jr., Representative

AUGUSTA, MAINE

Chicago Office: 1635 Marquette Bldg.
FRANK H. THOMAS, Representative

**carried a
list of Mail-Order Advertisers**



A little boy had been sent out to pull weeds.

"Father," he said, "I can't pull those weeds; the whole earth is hitched to the other end of them."

Farm and Fireside has a great deal of influence, because the whole earth is hitched to the other end of it.

The farmer, the man who gets his profit from tilling the soil (the first producer of the wealth of the country), is both the cause and the result of the great "pull" of a paper like Farm and Fireside.

Last year, he took out of the earth a great profit. This year, he will take out a greater one. That profit must be spent upon necessities as well as luxuries.

The publication which has the most influence with him, is the publication that helps him most in making a success of his business—

FARM AND FIRESIDE

THE NATIONAL FARM PAPER

New York Springfield, Ohio Chicago

A House Policy That Has Won Salesmen to Advertising

Methods That Have Proved Successful for Pratt & Lambert, Inc.—Letters, House-Organs and Special Messages Are Written to Avoid Tone of Teacher Talking to Schoolboys

By W. P. Werheim

Adv. Mgr., Pratt & Lambert, Inc.
(Varnishes), Buffalo

MANY advertising campaigns are far from 100 per cent efficient, because the salesmen are not won over. A gradual educational process to interest a salesman and get him to appreciate that advertising is taking nothing from him, but on the other hand, is aiding him in his work, will work wonders. But when a man goes about "gingering-up" a sales force he monkeys with the buzz-saw. However, if he uses due care, no trouble is likely to result.

Many efforts to interest a sales force in advertising or new selling methods arouse a feeling of resentment and antagonism, because too much "ginger" is incorporated into the plan.

There's too much of mistaken "efficiency" and set rule applied to handling some sales organizations. It's a difficult matter to apply a "ginger-up" plan to a big organization of old-timers who are sending in big orders, drawing big salaries, and have materially helped make a company what it is.

A salesman will not respond to an overdose of "ginger" or hysterical literary enthusiasm. Yes, sometimes he will "play a game"—will take an active interest in a sales competition, but only when it is properly handled and where facts are made evident. Of course, a certain amount of snap-py talk and appeal is essential, but that in moderation.

In approaching this problem in the sales organization of Pratt & Lambert, Inc., the first thing to contend with was the fact that the sales force consisted of a well-

organized lot of men, mostly of the old school. Some of the men were young and quickly capable of adjustment to new ideas and conditions—but most were of the old type.

At this time the company issued a house-organ, also of the old type—the social type—wherein was mentioned the comings and goings of customers and of salesmen, with an occasional photograph of one of the suffering when he would stand for it. No one was ever satisfied with this house-organ. This publication died a lingering but natural death.

Occasionally a little pertinent letter about some particular phase of the advertising was sent the sales force, and it was not an infrequent occurrence to receive one back with some interesting and encouraging comment written across the back. The letters became a regular feature, and while they were not sent out at regular intervals, there was hardly a week that didn't bring forth one or more. But all this was a process of gradual evolution. We really didn't know which way we were heading, or what we were doing.

BIRTH OF THE "CO-OPT-OR"

In the meantime a house-organ of a practical, technical nature was established for painter customers and prospects, which was followed six months later with another house-organ for dealers, which is another story, and concerns us here only in that the trade was not neglected.

Finally, there was so much to be said to the salesmen about Pratt & Lambert advertising that the letters became too long and the idea of a little house-organ devoted entirely to the advertising suggested itself. This was quickly put into form, with the result that the *Co-opt-or* was born. It was the advertising manager's personal printed message, with his name on the cover as being personally responsible for its contents. The inference was that the house did not necessarily endorse everything that was said in its pages; if anyone wanted to take offense, he could take it out on the advertising manager.

and not on the house. Now, I'll admit this is drawing a pretty fine line, and yet I maintain that there was such a line, and that it paid to be on that side of it.

WHERE RESPONSIBILITY IS PLACED

Some may hold, and perhaps rightly, too, that everything should emanate from the house, and that the house should be responsible. While, of course, the house was responsible in this case also, yet it didn't flaunt the fact in the face of the salesman, and if anything appeared in the *Co-opt-or* that disturbed the pet theory of some man he would not likely growl or write in about some "new-fangled notion" or plan that the house was promoting.

The real success of the *Co-opt-or* lies in the fact that it doesn't force anything down a man's throat. The attitude taken is that, while the ideas and opinions presented in its pages may not be meritorious, yet they are offered for what they are worth, and if perchance the reader takes issue with any particular article, let him "forget it" and pass on to the next, wherein something may be said that strikes a responsive chord.

The little paragraph on the cover of every issue may help make clear the idea I have been trying to express:

Issued only when the occasion demands by the Pratt & Lambert Organization, to maintain close co-operation between the Selling Force and the House—not to preach nor necessarily to teach, but to inform and suggest.

W. P. WERHEIM, Adv. Mgr.,
Responsible.

Please note the words "not necessarily to preach or teach, but to inform and suggest."

THE "STUFF" WHICH GOES INTO THE ORGAN

Co-opt-or copy is fact-stuff about Pratt & Lambert sales and advertising, and when it seems desirable to run in what may seem to some a little theory or opinion, we practically label it as such, but not in too humble a manner. Articles relating to P. & L. sales and advertising in the *Co-opt-or* are not repeatedly rewritten and too

carefully edited. The *Co-opt-or* is not issued regularly, but only when the advertising department has a message, or rather several messages to send, and then it may be any number of pages, which are promptly set in type, printed in the P. & L. private print-shop and mailed to approximately one thousand traveling salesmen selling our varnish products.

The *Co-opt-or* is small in size, being only 3x5 inches, handy for the pocket. It usually consists of 16 or 20 pages, including cover, and is printed throughout in two colors. An announcement of some important part of the contents always appears on the cover. Humor is admitted only after careful inspection, but we always endeavor to inject just a mite of original spice (if it may so be termed), and this applies to the product or the advertising in every case. Jokes, stories or "funny-stuff" are denied admittance.

SELLING ADVERTISING AS A HOUSE PRODUCT

Another important factor which is helping to promote the "modern sales and advertising idea" within the P. & L. sales organization, is a slight reversion to the letter idea. It is a facsimile telegram, which was dubbed the "Peanelogram." The Peanelogram differs from the *Co-opt-or* in that it is used for almost immediate communication with the salesman—to acquaint him with some important happening that may have some bearing on his success, or at least interest him. The sheet is yellow railroad manila with the heading printed in red and the message in typewriter type through a ribbon. The Peanelogram is mailed out at irregular intervals; sometimes one a day for a while, and when news facts are scarce, perhaps two or three times a week. The messages are short and crisp. For example:

Here's some fine news—C. P. Hannon has just arranged for the use of Vitralite in the White House at Washington. Nothing's too fine for the new President. Tell it to everybody.

The standing in the salesmen's competition is published in the

Here's the Proof You Need

The value of an advertising medium is not a matter of opinion. Nor does the advertiser's personal preference or prejudice (regardless of how they were acquired) determine the true worth of a medium. *Result is the sound basis on which to build.*

From Successful Advertisers

COMES PROOF LIKE THIS:

"We have been advertising in The Colliery Engineer for the past **twenty years** and have had excellent results; in fact, better than any other advertising medium, so far as our records show. We propose at an early date to increase our space considerably."

Another Says:

"We have been advertisers in The Colliery Engineer since 1888. It seems to us that this fact needs no embellishment, for if The Colliery Engineer had not produced satisfactory results, we should not have used it **continuously** for such a long time."

A Few Extracts from a long list of "reasons why" from an advertiser who has used The Colliery Engineer since 1905:
 "Our business has expanded very rapidly during this period." "We think The Colliery Engineer is entitled to the credit of a great part of our foreign business with coal mines." "We believe in concentrating in the best mediums." "The Colliery Engineer is the only medium we use for the coal mining trade," etc.

A 17-Year Advertiser Says:

"The fact that we have just signed a five years' contract for a full page per issue shows more than anything we might say here what we think of The Colliery Engineer."

Still Another Says:

"We would be almost as willing to take down our sign as to be without an ad in The Colliery Engineer."

(Names of these and other successful advertisers on request.) Don't go it blind. Write us for more complete details of The Colliery Engineer's power in the coal mining world.

ADDRESS ADVERTISING MANAGER

The Colliery Engineer

FORGED
Mines & Minerals

SCRANTON

PENNA.

Peanelogram from day to day. Announcement of every large Pratt & Lambert magazine advertisement has made many salesmen buy copies of magazines to give to their dealers. One man bought all the copies of *The Saturday Evening Post* that he could get in the city of Montreal on the day it was placed on sale. The policy applied to the *Co-opt-or* is also applied to the Peanelogram. Actual facts or news items retain the interest of the men.

The Pratt & Lambert sales organization now sells advertising as it sells varnish, which is what we are all after as long as it isn't overdone; but a real salesman won't forget himself so far as to overdo it.

This policy of much fact, some news, and just a little "ginger" has won the co-operation of the Pratt & Lambert sales force in the true sense of that much-abused word.

Ring Advertising Campaign Larger Than Ever

White, Wile & Warner, makers of W. W. W. Rings, Buffalo, announce that the advertising campaign which the firm now has under way is larger than ever.

The list of mediums in which the W. W. W. advertising is running includes *The Saturday Evening Post*, *Good Housekeeping*, *McCall's*, *Ladies' World*, *People's Home Journal*, *Housewife*, *Christian Herald*, *Modern Priscilla*, *Woman's World*, *Mother's Magazine*, *Home Life*, *Holland's*, *Pennsylvania Grit*.

These advertisers in connection with their campaign are making special efforts to induce retailers to devote windows to the display of W. W. W. goods. Besides the suggestion that dealers cut out ads from the magazines and newspapers and paste them on windows, lantern slides, newspaper electros and a "personal advertising service" are offered to the trade.

Effect of Light on Workers as Copy Argument

The G. Drouvé Company, of Bridgeport, Conn., makers of "Anti-Pluvius" Puttyless Skylights is making use of a chart in its technical advertising which shows the influence of daylight on accidents. This chart, which was compiled by a special committee of the National Association of Manufacturers, shows that fatal accidents occur less frequently in the months when days are lengthy. The copy argues that "Anti-Pluvius" Skylights will reduce accident claims and increase efficiency.

Big Gas Men Meet in Philadelphia

The National Commercial Gas Association is holding a convention of education and of service in Philadelphia this week. It will probably be attended by three thousand delegates. Everything that is economical, convenient and necessary in the way of illumination and power to the modern home and to industrial life will be dwelt upon at the meetings. In addition to this, there will be a large exhibition where new ideas and appliances of especial interest and benefit to the householder, the housewife and to all branches of industry will be on public display as an educational feature.

The association, with branches all over the United States and Canada, has a gas company membership of 3,500, from more than 700 gas companies and 250 firms manufacturing gas appliances and accessories. Both the Academy of Music and Horticultural Hall have been leased for the event.

Many Philadelphians are represented in the official life of the association. C. Willing Hare, new-business manager of the United Gas Improvement Company, is president and will make the annual address and report the business of the year. The chairman and co-chairman of the entertainment committee are Lewis Little and J. B. Douglas, vice-president and claim manager of the U. G. I. The chairman of the exhibition committee is F. J. Rutledge, assistant new-business manager of the U. G. I. The chairman of the lighting committee is Sidney Mason, president of the Welsbach Company. The chairman of the publicity committee is T. R. Elcock, Jr., advertising manager of the U. G. I. The chairman of the board of educational control is J. B. Myers, commercial agent of the Philadelphia Gas Works.

Philadelphia Agents Organize

The Association of Philadelphia Advertising Agents was recently formed to co-operate with the New York, Chicago, Boston, Detroit and St. Louis organizations of similar character, for the purpose of maintaining newspaper rates, discouraging the practice of rate cutting or rebate giving, and of placing competition on a higher plane than heretofore. The development of new business along the right line is also largely in view. Active co-operation to these ends will increase the efficiency of agency service and aid in the development of additional accounts. The agencies represented in the association, in addition to those on the executive committee, of which Richard A. Foley is chairman; Herbert M. Morris, treasurer, and Charles Blum, secretary, are Alfred Gratz Advertising Agency, Bloomingdale-Weiler Advertising Agency, Eugene McGuckin Company, George W. Edwards & Co., Tracy-Parry Company, John C. van Hagen Agency, H. R. Whiteman Advertising Agency and Matos-Menz Advertising Company.

Bright Outlook for Memphis Club

At a meeting, November 19, of the Memphis Advertisers Club, the following officers were elected to serve for the ensuing year: President, H. C. Pinkerman, sales manager, The Gay-Ola Company; first vice-president, R. Calvert Haws, general manager, American Sanitary Corporation; second vice-president, Joseph Fowler, president, Jos. Fowler Electric Company; secretary, T. B. Hilton, Massengale Advertising Agency; treasurer, Geo. B. Bowling, C. B. Johnston Printing Company. Directors: C. D. McRae, proprietor, E. E. E. Shoe Company; Geo. W. Lemmons, Henry Lake Adv. Company; W. J. Speck, advertising manager, Bry-Block Mercantile Company; D. C. Harmon, vice-president, O. K. Houck Piano Company.

The club has had many vicissitudes during the past two years but the officers-elect are more prominently known than any previous administration and promise to give to the affairs of the club all the time and energy that may be necessary to make it a model of its kind.

The membership is composed of forty-eight of the leading buyers and sellers of advertising in the city and the first interest of the new officers will be to increase the membership to one hundred and raise the dues from ten dollars a year to three dollars a quarter.

How One Advertiser Gets Sales Data

The Geo. W. Lord Company, of Philadelphia, maker of Lord's Boiler Compounds, has been offering in its technical paper advertisements a knife, free of charge, in exchange for a sample of boiler scale. A coupon is used calling for particulars regarding the number of boilers in use, total horsepower, etc.

With this sample in its possession the company is enabled to make an analysis of the scale and submit a remedy for the trouble. The opportunity to do this and get in close touch with individual conditions is considered valuable enough to make the expense connected with the free offer of the knife worth while.

Public Backs Managers

A department managers' sale was staged recently by the Mills Dry Goods Company, of Topeka, Kan., with striking success. It was announced that the head of each department of the store had been given practically a free rein for that particular month, a prize being awarded to the department head showing the greatest increase in business over the corresponding period in the previous year. The Topeka public took great interest in the contest between the managers, and every branch of the establishment recorded a big gain.

COLLIN ARMSTRONG INCORPORATED

Advertising & Sales Service

115 Broadway, New York

Our service includes every phase of sales promotion from the formulation and direction of policy and method to the preparation and insertion of advertisements.

The Offer Which Brings Inquiries

How a Doubly Checked Mailing List, Which Will Form a Market for Next Year, Grew Out of a Short Campaign for Cherries—Apples Will Probably Be Marketed in the Same Way

By A. Rowden King

DURING the first two weeks of July, the Bitter Root Valley Irrigation Company conducted an additional and supplementary campaign of advertising which enabled it to kill three birds with one stone, as it were.

This supplementary campaign consisted of an offer to send two-pound boxes of Bitter Root grown cherries by parcel post at the low price of fifty cents, which price is said to have scarcely done more than cover the price of wrapping and shipping.

The three things sought and accomplished were: First, to give the public further tangible evidence that the Bitter Root lands produce what is claimed for them and that those lands are not in the class with the vast majority of lands offered the public and which range from the mediocre to the out-and-out swindle. Second, to secure a new mailing list of names of those who are probably interested as possible purchasers in the Bitter Root lands. And third, to establish the name, market, and reputation of Bitter Root cherries so that they will be as well known and as widely appreciated as Rockyford Cantaloupes, Sun-Kist Oranges, and Malaga Grapes.

All this was accomplished, and more. In addition, it was found that the regular Bitter Root magazine advertising in the standard magazines, which was not discontinued during the time of the advertising on the cherries offer, took a momentous leap forward. July is conceded to be a dull advertising month for those in the land business. In July the Bitter Root people usually run pages. Last July they ran half pages. Yet those half pages pulled twice

the interest and number of replies that full pages had previously been found to do at that time of the year.

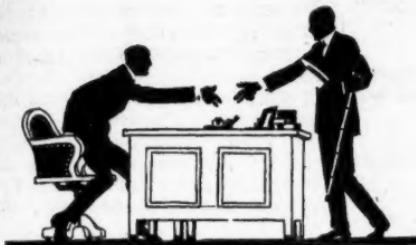
This, then, was the fourth and unexpected thing accomplished by the supplementary campaign on the cherries, and, from the standpoint of immediate money returns, it was undoubtedly the most important.

Many advertisers have learned to appreciate the possibilities of the word "free." That is why it has been the most overworked word in the copy writer's vocabulary, has been minutely defined, circumscribed, and even prohibited by certain of our publishers who are in a position and a mood to best safeguard the interests of their readers.

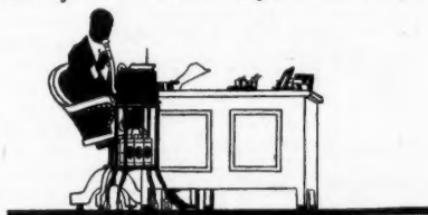
But the Bitter Root cherries were not offered free, though the final reckoning showed that the cherries which were sent out in



THE INQUIRY-BRINGING COPY



Just when you finish reading a letter, suppose the writer of that letter walked into your office and you talked your reply to him..



It would be exactly the same forceful, effective reply that will go through the mail if you dictate it to an

Edison Dictating Machine

Prevent Substitution, Specify "Made by Edison"

instead of a stenographer. This machine is with you when you read your mail. You talk when things are clearest, when the best letters are dictated, right off the reel, and the machine repeats your words precisely as you spoke them and so that anyone can understand every syllable.

The Edison Dictating Machine has been developed to its present advanced design by a corps of experts under the personal supervision of Thomas A. Edison. It is approved and labeled by the Underwriters' Laboratories, Inc., under the direction of the National Board of Fire Underwriters, and is the *only* dictating machine equipped with an Auto Index for conveying corrections and instructions to the transcriber. Its many mechanical and electrical advantages are explained in our booklet, which you should read before investigating. Service everywhere, including the principal Canadian cities.



Thomas A. Edison

INCORPORATED

211 LAKESIDE AVENUE

ORANGE, N. J.

Thomas A. Edison, Inc., 211 Lakeside Ave., Orange, N. J.

Please send me your 24-page brochure, "The Goose, the Typewriter and the Wizard," describing how the Edison Dictating Machine may be adapted to my work, and your booklet on its mechanical and electrical advantages.

Name

Firm

Address

Stop Right Here!

Read no further. If magazines with one-quarter to a million copies circulation are what you want, you'll not be interested.

L'Art de la Mode has only 30,000 circulation guaranteed.

Shrewd buyers of space, however, seem to favor class circulation.

Is there anything that appeals to femininity more than clothes, fashions and fancies? That is why each page in a fashion publication receives the utmost scrutiny.

Do not judge **L'Art de la Mode** hastily. Give it the time and attention its importance deserves. Sample copy and rate card sent on request.

L'Art de la Mode

New York
8-14 West 38th Street

Chicago	Boston
GODSO & BANGHART	H. D. CUSHING
Harris Trust Bldg.	24 Milk Street

Publishers also of *The Theatre Magazine*

response to orders cost the company approximately three times what was taken in for them. This was as anticipated. And, in view of the testimony of the man who is reputed to have stood on London Bridge and unsuccessfully offered to exchange sovereigns for shillings, having but one purchaser, it is more than surprising that the Bitter Root people should have received orders for over twenty-five tons of cherries as a result of two quarter pages in *The Saturday Evening Post* of July 5 and July 12, and another quarter page in the *Country Gentleman*.

The advertisements offered to send one, two or three two-pound boxes. And so attractive was the offer that about one-third of those who ordered asked for two boxes and a small percentage asked for three boxes, which was the maximum. The latter were mostly those who were already well acquainted with the valley and the product, and knew the value of the offer. Making allowance for these larger orders, the twenty-five tons of cherries sent out represent about 35,000 names.

Says R. W. Emerson, the advertising manager for the Bitter Root project: "The result was an avalanche of orders which necessitated a large extra clerical force in handling. The first day's receipts from this advertising proved conclusively that we had ordered only a fraction of the number of boxes which would be required to meet the demands of the campaign. Orders were therefore rushed to the box makers to work under pressure and to make shipments daily by express (a very expensive method of shipping large quantities of paper boxes) to the valley until further notice. The returns continued to come in a flood until it became apparent that it would be impossible to fill all the orders. Therefore, we started turning money back to those whose orders arrived too late to be included in the shipments. A full month after the last advertisement appeared we were getting a pile of letters daily containing bills and postage stamps with orders for cherries."

But were the names obtained of the type wanted? The Bitter Root people, fortunately, have had several means of getting a line on the character and worth of the names on their newly-acquired mailing list. The attitude of the people who ordered the cherries toward the Bitter Root lands depends to a large extent upon their attitude toward the cherries after receiving them. And an excellent means was devised to test out this latter attitude.

All orders were designated by serial number. When an order of cherries was shipped from the valley a double postcard bearing a corresponding number was mailed to the addressee, advising him of the shipment of the cherries and requesting that he use the return postcard to advise the company of the condition in which the cherries were received and how he liked them. The return portion was not stamped.

These cards were returned in great numbers. They served the double purpose of enabling the company to keep tabs of the shipping and packing conditions which the cherries could stand, and they offered a ready means with which the recipient could permanently record his satisfaction.

"It is exceedingly gratifying to us," says Mr. Emerson, "to know that we now have in our office hundreds and hundreds of these return cards which the recipients of the cherries filled out and paid their own postage on to tell us voluntarily that the cherries were everything that we led them to expect, and expressing regret that they had not ordered more.

"The majority of the recipients of the cherries appeared to appreciate the fact that the campaign was purely for advertising purposes and could not possibly be construed as a marketing venture for profit. As a matter of fact, the price we received did not more than cover a third of our total costs. They desired almost invariably to know where the cherries could be obtained commercially and under what conditions we could send them. As a result,

Now For The New Year!

This is the time to look ahead and plan improvements for 1914.

"Greater Efficiency" —make this your resolution.

Start with your Filing System—install the equipment that is simplest to operate, most secure from mistake—to put it briefly, install - -

Globe-Wernicke Filing Equipment

Efficient filing is part of your purchase with Globe-Wernicke Filing Cabinets—their use promotes efficiency filing methods.

Wouldn't you like us to go into details? Then, write today for the very helpful booklet—"Filing and Finding Papers" No. 278. Its use will add to your New Year's accomplishments.

The Globe-Wernicke Co.

Mfrs. Of Sectional Bookcases
And Filing Cabinets.

Cincinnati

Branch stores and local agents almost everywhere. Where not represented, we ship by freight prepaid.

we shall next year and succeeding years have a ready-made list of thousands of people throughout the United States who have tasted out Bitter Root Valley cherries.

"We can circularize these people in advance of the cherry season at slight expense and at minimum expense will be able to sell them an eight-pound box at a price which will be reasonable to them and which at the same time will be gratifying and profitable to our growers in the valley. Moreover, many of these recipients of our cherries this year passed them around among their friends, thus multiplying the value of the advertising. We received numerous lists of names of people who would like to receive the cherries another year, and these will be circularized next year, too.

"It should be realized that we have established a market. Hereafter when we ship crates of cherries to the leading fruit dealers in the towns where our sample boxes have this year gone, the label reading 'Bitter Root Valley Sweet Cherries' will mean something to the fruit buyers of that town, whereas heretofore the cherries have been known only to a few extra fancy fruit stores in St. Paul, Chicago and New York, where they were retailed to a very exclusive clientele.

"The results from this point of view have been exceedingly gratifying, and we are meditating already as to a similar campaign for the advertising of an equally splendid product, the Bitter Root Valley McIntosh Red Apple. It is our plan to do this as soon as the production of these apples in the valley is large enough to enable us to meet the demand that will be occasioned by such a campaign of advertising.

From another point of view the cherry campaign of the Bitter Root people is also interesting to advertising men. This is in connection with their experience with the parcel post.

It was fully demonstrated that high-class fruit could be shipped by mail and arrive at its destination in first-class shape. The special box which was used had

an outer container of greater strength though very light. The inner container was so arranged as to ventilate the cherries much the same as fruit is ventilated in the best fruit freight cars. In some cases the fruit was as many as eight days en route.

The cherries were shipped from the valley. For the shorter distances it was shown that the parcel post could be used, to Butte and Helena and Spokane and even farther. But for the longer shipments the express companies were used because of the much lower cost, it being felt that no recipient would take offense if his box of cherries did not come to him by parcel post, as it was advertised to come, if there were good reasons for it to come otherwise. It was shown that for these longer shipments the express companies would have to continue to be used unless the parcel post charges are reduced to a point materially lower than they are at present. "If we can ship eight pounds of cherries from Bitter Root Valley to Boston for thirty-five cents by express, it would seem that, if the parcel post is seriously to compete with the express companies," says Mr. Emerson, "we should have at least as low a rate from Uncle Sam."

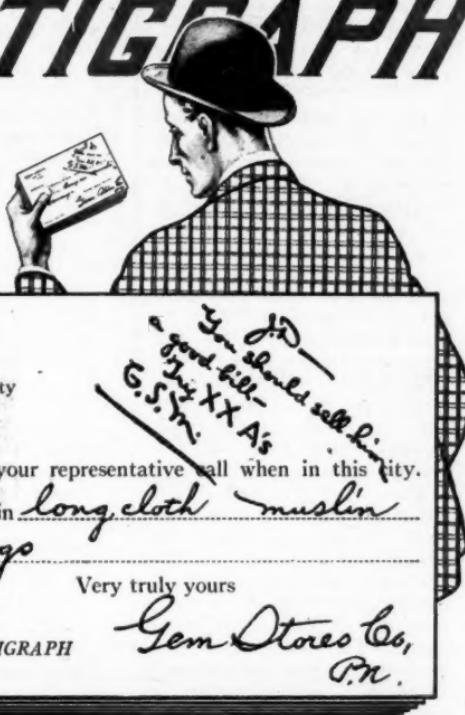
Of the twenty-five tons of cherries sent out, ten were shipped by parcel post and fifteen by express.

How Nelson Puts Interest in Valve Ads

The Nelson Valve Company, of Philadelphia, struck a new note in a recent page advertisement in *Power*. Under the headline, "The Only Nelson Department that Isn't Busy," the company shows a view of the operating room at its hospital for employees, which is connected with the plant. A white-jacketed doctor is seen near a piece of apparatus and the picture is described in the copy as follows: "The picture above shows the clean, white, sanitary operating room of the hospital for employees at the big Nelson plant at Chestnut Hill, in charge of Dr. Russell A. Smith, registered physician and surgeon. It is gratifying to know that Dr. Smith is seldom called into service, owing to the precautions taken to safeguard, in every possible manner, the workmen who are responsible for the maintenance, through their skill and general efficiency, of the national reputation of Nelson Valves."

MULTIGRAPH

Real Prospects



BROWN-JONES
Fifth Avenue
New York City

Gentlemen:

Please have your representative call when in this city.
We are interested in long cloth muslin
shirtings

Very truly yours

*Gem Stores Co.,
P.M.*

Printed on the MULTIGRAPH

THIS salesman has something *definite* to work upon. Every card comes from a real prospect—a man who has been already interested by the multigraphed direct-mail advertising of the house.

Interesting form-letters (typewritten on the Multigraph), attractive enclosures, booklets, folders, cards and so on, (printed on the Multigraph) are continuously creating opportunity for the salesman.

The economy of Multigraph direct-mail literature makes it practical for many who can not afford printers' charges.

The convenience and simplicity of Multigraph operation make it easy to work avenues of profit that would otherwise be overlooked.

The Multigraph is a rapid rotary printing press and multiple typewriter that produces real printing and real typewriting in your own office, at high speed and great saving.

But it's much more than that—it's one of the greatest salesmen you can put into your business. Mail the coupon and get all the details.

THE AMERICAN MULTIGRAPH SALES CO.

EXECUTIVE OFFICES *Cleveland*
1820 East Forty-fifth Street

Branches in Sixty Cities. Look in your Telephone Directory.

European Representatives: The International Multigraph Co., 59 Holborn Viaduct, London, Eng.; Berlin, W-8 Krausenstr., 70 Ecke Friedrichstr., Paris, 24 Boulevard des Capucines.

What Uses Are You Most Interested In?

Check them on this slip and enclose it with your request for information, *written on your business stationery*. We'll show you what others are doing.

AMERICAN MULTIGRAPH SALES CO.

1820 E. Forty-fifth St., Cleveland

Printing:

- Booklets
- Folders
- Envelope-Stuffers
- House-Organ
- Dealers' Imprints
- Label Imprints
- System-Forms
- Letter-Heads
- Bill-Heads and Statements
- Receipts, Checks, etc.
- Envelopes

Typewriting:

- Circular Letters
- Booklets
- Envelope-Stuffers
- Price-lists
- Reports
- Notices
- Bulletins to Employees
- Inside System-Forms

My "Pride System" of Buying

By a Purchasing Agent

Though sometimes I don't know all about what I'm buying, I have a system that protects me. We were paying too much for stationery, office forms, etc. I wanted a paper that looked right and felt "quality," but which sold for less than 9 cents a pound, instead of 14 cents. The printer showed me two different makes that looked alike but for this difference. One make was plain, while the other bore a manufacturer's water-mark—Hammermill Bond.

Now, that water-mark assured me that the Hammermill Paper Company is proud of its paper. If they took the water-mark off, it might mean that they were cutting quality and were ashamed of the paper. But as long as the water-mark remains, I can be absolutely certain of getting good paper. That's what I call my "Pride System."

I use Hammermill Bond on all my letterheads, forms, price-lists, etc.; not only because it seems to me the strongest and clearest paper I can buy for less than 9 cents a pound, but also because it carries the trademark of a proud manufacturer.

Yours faithfully,
A Purchasing Agent.

P.S.—I advise you to send for their new book, "The Signal System."

Hammermill Paper Co.

ERIE, PA.

Makers of

**HAMMERMILL
BOND**

The Utility Business Paper

Printed Word Stronger than Verbal Salesmanship

How Advertisers May Take Advantage of the Reason for Difference in Value—Strength of Printed Word Calls for Caution in Claims Made—Address Delivered before Dallas Club

By Harry Tipper

Adv. Mgr., Texas Company, New York

IT is obvious that the printed word has a force which is entirely different from that surrounding the spoken word. In some respects it is greater, and in other respects it is less, but it is always different and responds to different conditions.

Where business was done, where goods were sold, by the word of mouth methods entirely, a certain want of belief, a certain want of reliability, and suspicion naturally attached to the spoken words of the seller; because of the fact that they were not recorded, and consequently were without the proper eliminations. This is evidenced by the fact that where a man's word could be taken without any reservation it was thought to be such a notable thing that the statement, "His word is as good as his bond," is even to-day an expression of an unusual compliment.

On the other hand, the tendency of the mind is in general to credit the printed word with almost a full measure of belief. It is only after considerable reasoning that suspicion may enter in and change this condition, but the first impression of any written, or printed, word is that it speaks truthfully. This is logical, of course, because the written and printed word have a definite meaning; this meaning is not altered or influenced by inflections and intonations. This meaning, in fact, may be limited at law because of this characteristic. Furthermore, it is a permanent record and can be brought up to confront the man who wrote it at any time.

A peculiar measure of belief, however, attaches to the printed

word because of the fact that it has been used largely, primarily, and in the majority of its work to convey accurate and concrete information; to convey news and to convey impressions, all of which had values of their own, were either an accurate representation of facts, or the thoughts and beliefs of men which had arisen from facts and were expressed from a full measure of sincerity.

This work of the printed word, which even to-day remains most important, has invested it with a measure of belief and reliability which belong to no other application of language. As a consequence of this the advertiser is obliged to measure his business from an entirely different standpoint when he wishes to take advantage of the potential force of the printed word. It can readily be seen that on account of its peculiar value advertising will perpetuate the errors of business just as readily as it will perpetuate its advantages.

Furthermore, because of the fact that its values are not influenced by personal idiosyncrasies, and the fluctuating value which accrues from contact with an individual in a personal way, it is affected by mistakes which are apparently of little importance in the old method of word of mouth selling. It may not be a very serious matter to put up your goods in a package which is not entirely convenient when you start to sell it through a few salesmen, to a few people; mistakes can be rectified in these cases at a later period without causing a tremendous lot of trouble.

Where, however, you wish to introduce this package to several million people at the same time with the idea of rapidly acquainting them with it to the extent that it will become one of the familiar sights, it is of vast importance that the package should represent as nearly as possible the acme of convenience, because it will be just as easy to familiarize those millions of people with the mistake in your package as it is to acquaint them with the value of the goods.

Satisfactory Complements, to Compliments

Lots of nice things being said about HOME LIFE by advertisers recently.

Nice things about the responsiveness to advertising of HOME LIFE'S 900,000 TRAINED ADVERTISEMENT READERS.

And the complements to these compliments are some fat renewal orders for 1914.

—Perhaps the nicest of all to us—

Thus proving our claim that HOME LIFE will sell itself if given a chance to do so.

HOME LIFE

Arthur A. Hinkley, President

CHICAGO

Barton E. Buckman, Advertising Manager, 141-147 W. Ohio St., Chicago, Ill.

C. W. Wilson, Eastern Manager, 200 Fifth Avenue, New York, N. Y.

In which case instead of making several million customers you would have succeeded in eliminating from your possible patronage about the same number of users.

Furthermore, because of the fact that the printed word is invested with an authority not given to any other application of language, it is to be used with a degree of care, hardly so necessary when spoken. In advertising a claim which cannot be lived up to an atmosphere of unreliability will be produced, which may attach itself to all the products turned out by the same firm, and this atmosphere will live for so many years that it will become practically impossible inside of one or two generations to live it down.

When you remember that in many cases advertising has continued to sell goods in considerable quantity after it had been dead for ten years you acquire some conception of the vitality of an idea created through advertising, and the impossibility of readily and easily correcting a mistake. A little investigation and study in fact will demonstrate that advertising will of necessity oblige any manufacturer or merchant who uses it to investigate more carefully the conditions surrounding the sale of his goods, and the service which it is possible for him to render, so that there will be less likelihood of mistakes in his policies and methods after he begins to advertise.

Cocoa as Against Coffee in Copy

New arguments in advertising are always read eagerly if they prove a saving in money. A rather clever argument along this line has been brought out in the new copy used for Van Houten's Rona Dutch Cocoa. This particular idea is headed "A Dutch Economy," and then follows this argument: "Coffee at 35 cents a pound makes 80 cups. Rona Dutch Cocoa at 25 cents a one-half pound can makes 64 cups. Two one-half pound cans of Rona Cocoa make 128 cups—cost 50 cents.

"To make 128 cups of coffee—cost \$1.49.

"Ninety-nine cents saved on every pound of cocoa."

This is solving the housekeeper's problem as she likes to have it solved. The copy also states that Dutch cocoa ranks high in nutritive food value.

When Price Control Is Legal

Decision in Sanatogen Case Did Not Absolutely Forbid It—Merely Referred to Notice on Package—Contracts Still a Possibility—Why Interwoven Policy Is Legitimate

PAYE & BAKER MFG. CO.
No. ATTLEBORO, MASS., Nov. 12, 1918.

Editor of PRINTERS' INK:

In your issue of October 23, 1918, in the interview with J. W. Mettler, appears the following sentence:

"Price maintenance is wholly within the control of the manufacturer, if he markets the goods direct to the retailer."

If this is so, I have misunderstood recent rulings on the subject and supposed that retailers could cut prices at will.

May I ask that you give me some information in this matter either direct or through the columns of your paper?

F. L. BAKER,
Treasurer.

There is no conflict between the Interwoven price-maintenance policy and recent judicial rulings, by which probably are meant those in the Doctor Miles Medical Company and the Sanatogen cases.

In one of these cases, the Doctor Miles case, the United States Supreme Court practically ruled that the manufacturer of trademarked goods cannot fix, by contract, the retail price at which his goods shall be sold. The case was decided on limited considerations, but the opinion of the court showed a willingness to extend it.

In the Sanatogen case (Bauer vs. O'Donnell) the court decided that the manufacturer of a patented article cannot fix the price of his goods by *notice*.

A similar ruling had already been given in regard to a copyrighted article.

The second and third rulings do not say that the holder of a patent or copyright shall not maintain his price; they merely say he cannot do so by a *notice* on the package assuming to be a contract. The court says:

The real question is whether in the exclusive right secured by statute to vend a patented article, there is included the right, by *notice*, to dictate the price at which subsequent sales of the article may be made. . . . The

patentee relies *solely* upon the notice quoted to secure future prices in the re-sale by a purchaser of an article said to be of great utility and highly desirable for general use. The appellee and the jobber from whom he purchased were neither the agents nor the licensees of the patentee. They had the title to and the right to sell the article purchased without accounting for the proceeds to the patentee and without making any further payment than had already been made in the purchase from the agent of the patentee.

If a manufacturer parts with his title to the goods, he cannot control his price—that is the essence of the opinion. He may make dealers his licensees or agents—under certain conditions—as the opinion permits it to be inferred.

These are the rulings. They leave unrestricted at this time the right of the owner of a *patented* or *copyrighted* article to fix his price by other kinds of contracts than notice, if he can persuade the dealer to enter into them as a matter of so much difficulty in itself that manufacturers had hoped to obtain the same result by means of the notice. They leave unrestricted the right of the manufacturer of *trade-marked* goods to maintain the retail price if he can do so without the help of a contract, or at least one of the kind which is considered by the court to be in restraint of trade.

The court has not ruled on these questions. Neither the National Cash Register Company case, already adjudicated, nor the Kellogg Toasted Corn Flake Company, nor the Eastman Kodak Company suits, brought by the Department of Justice, present a clear issue on these points. It has not been decided, broadly and flatly, by the court that the price-maintenance principle is a restraint of trade within the meaning of the Sherman law. The uncertainty and alarm of manufacturing interests arise from the fear that the courts may do so and that the Department of Justice seems bent on having the courts do so.

Mr. Mettler's Interwoven policy is probably the safest possible kind of a price-maintenance policy. He exacts no contracts, written or oral, from the dealers. He makes no threats when they cut prices. He simply points out to the of-

fenders the demoralizing result of price-cutting and refuses to sell them more goods. It is not a conspiracy in restraint of trade. It is not even a matter between the Interwoven Company and the dealer. It is a matter for the Interwoven Company's decision alone. Until such time as the law shall compel the manufacturer to sell every dealer who has the price, irrespective of whether or not he has cut prices, the Interwoven policy will remain sound and safe.—[Ed. PRINTERS' INK.]

Date for Pinehurst Golf Tournament

Judging from the elaborate preparations which are being made for the annual golf tournament of the Winter Golf League of Advertising Interests, to be held at Pinehurst, N. C., during the week beginning January 12, 1914, it promises to be one of the largest attended tournaments ever held by the association which includes the members of the Western, New England, Pennsylvania, Southern and Metropolitan Golf Associations.

The tournament will begin on Monday, January 12, when the members will qualify in six divisions for the President's, Vice-President's, Secretary's, Treasurer's, Directors' and Pinehurst trophies. There will be two prizes in each division with the exception of the first where there will be three—a prize for the winner of the division, one for the runner-up and one for the winner of the beaten eight.

The winner of the tournament will have possession for one year of the Rodman Wanamaker Gold Cup. Besides the main tournament there will be several special events to keep the players busy all week. There will also be a tournament for the wives and relatives of the players. The entertainment committee is planning for some novel events, such as a trap-shooting contest, a drag hunt and a minstrel show. It will indeed be a lively week for the advertising golfers.

Scheme Sold Hat Stock in Three Days

In an attempt to sell every hat in stock within three days, Chas. A. Stevens & Bros., of Chicago, employed a unique advertising scheme. Every hat was reduced to a low price for Monday. In case it was not sold it was further reduced one-third for Tuesday, and if not sold on Tuesday another reduction of a third was made for Wednesday. Each hat bore a ticket on which was marked the Monday price—the Tuesday price, and the Wednesday price. No hat would be laid aside for anyone, and no hat after being sold would be taken back. This scheme sold the hats in the three days.



**When you advertise
in Canada have your
electros made in this
modern Canadian
plant and save the
duty charge of 3½
cents a column inch**

**The quality of our
electros, stereos and
mats is not excelled
anywhere.**

**We invite inquiries from
United States advertisers.**

**Rapid Electrotypes Co.
of Canada**

"Plates that Print and Wear"
MONTREAL, CANADA

Trade-Names that Won't Scare Consumers

A Man on the "Inside" Makes a Confession of Belief—An Underwear Christened "Recherche" Gives Him Pause—Some Trade-Names that Will Be Lucky if They Are Ever Worth a Million

By T. Harry Thompson
Copy Dep't, W. R. McLain Co., Philadelphia

IT has always seemed to the writer that the selection of a trade-name that is expected to be capitalized at a million dollars or more "in its own right," some sweet day, is a most important event—one worthy of the best efforts and the most serious consideration of the selectors.

Just why a manufacturer will spend time, money and years of endeavor in perfecting a high-grade article for general consumption, and then hash the Russian alphabet with a conglomeration of French cable codes to get a name for it, has never been entirely clear to me.

And, as usual, the plot thickens.

We were riding down to business the other day—the neighbor-merchant with the Style-plus beard and myself, that is. He's more or less interested in advertising for advertising's sake, so I was not unduly surprised when he pointed to an advertisement of the famous aperient, "Hunyadi Janos," saying as he did so, "Thompson, how in thunder do you *pronounce* that?"

I told him that my knowledge of Hungarian is rather limited, but that probably the best way to handle this particular name is to say something like "Hun-yah-dee Yah-no" very quickly and then laugh as though you knew better. If you were clever, you got away with it, etc.

AFRAID OF MAKING A "BREAK"

We were quite agreed on one point, namely, that there is certainly a large percentage of people who refrain from asking for this preparation because they are not sure how to pronounce it, and, rather than say something foolish

in the presence of a lot of drug-store patrons, whisper "salts" to the clerk, or something else easy to say.

And yet manufacturers howl about "substitution." If this isn't forcing substitution on your own product, then I am open to an explanation.

Then, there's our old friend "Bon Ami." I've heard it called "Bone-am," "Bon-am-I," "Bon-am-mee" and several other things I can't at the moment recall.

"But that's one of the most successful articles on the market," I hear you say. Granted. But, is that a sure sign that it wouldn't be a lot more successful if it were a name with one, inflexible pronunciation? Never heard anyone misce on pronouncing Sapolio, did you?

Never heard Snow Boy called anything but "Snow Boy"? Of course not. I'll confess I did hear a young kitchen-maid say "Old Dutch Clee-answer" one time, but I feel quite confident that hers is an isolated case, and that Old Dutch Cleanser comes pretty near being an ideal trade-name, from the viewpoints of euphony, memory and unequivocal pronunciation.

REAL COURAGE—THIS

The most recent misdemeanor in trade-names that comes to my mind is *Recherche Underwear*. Now *recherche* is a good French adjective and I like to spring it on my friends once in a while myself, but, seriously, I think it is entirely out of place as a name for underwear whose sale is not restricted to a few society women or a coterie of French students.

There are lots of women who can afford to buy *Recherche Underwear* who, I'm sure, do not know the correct pronunciation of *recherche*, much less the meaning, without looking it up. And they are not necessarily uneducated women, either.

Will these women be so thoroughly "sold" with the *Recherche* copy that they will write down the name on a little scrap of paper and carry it with them to the stores? Or will they turn to



The "Big" Value

Several excellent medical journals merit your patronage—

But, *The Medical Council*,

because of certain definite, tangible facts, is undoubtedly—the big advertising value among medical journals.

Medical Council's 24,401 paid subscribers (sworn statement upon request) is as great a circulation for medical journals as "Saturday Evening Post's" 2,000,000 for general magazines.

Medical Council's subscribers are uniformly the busiest, most prosperous "family physicians"—leaders in their communities.

Medical Council has an established national reputation for this one important, particular quality—"The unvarnished, solid, practical helpfulness of its reading matter in the physician's every-day work." The very quality that has given "Printers' Ink" such distinctive value.

Medical Council's rates for advertising are very little more than those of the average high-grade medical journal; unprecedentedly reasonable for the quality and size of circulation, prestige and unequalled influence.

These are strong statements. They are made by a strong publication. Our books and records are freely open for your inspection.



The Medical Council is one of the "Big Six" list of medical journals. These six journals offer the advertiser a most effective and a very economical means of covering the medical profession of America with minimum duplication of circulation. These journals all have the very highest reputation for integrity and journalistic excellence.

No journal in America is more conscientious in its requirements concerning the character of copy appearing in its advertising pages than The Medical Council.

Remember This— "What 'Printer's Ink' is to you in your every-day work, The Medical Council is in the every-day work of the busiest, most prosperous family physicians."

Write for rates to-day.

42d and Chestnut Sts.
Philadelphia

MEDICAL COUNCIL

some brand more easily pronounced?

Méröde Underwear is just as confusing when it comes to pronunciation, you'll agree. Of course, most of us know that the little French "tick" over the "e" usually gives the sound of long "a," but that doesn't help us much with the rest of the word.

What is it, "Mair'-o-day," "Mair'-o'-day," "Mee'-ro-day," or what? Certainly, there is little room for doubt when it comes to pronouncing Onyx Hosiery—the other product of this concern. Why couldn't the pronunciation of the name of its underwear be just as free from ambiguity?

Another word that I have struggled with recently is "Capudine," Hick's Capudine, I believe, is the full indictment. I've said to myself "Cap-u-dine"—no, it couldn't be long "i"; "Cap-u-deen"—there, that sounds better, but still I'm only guessing and it may be "Capew'-di-nee" for all I know; the dictionary doesn't offer much help. Maybe Mr. Hick himself can help me out.

WAYS OF HELPING BUYERS OUT

Then there's that class of trade-names which always furnish a parenthetical explanation (pronounced so-and-so). This is a compromise, but nevertheless an improvement. What would we do with a word like "Cliquot" (the ginger-ale) if we weren't given, in parenthesis, the helpful words (pronounced Klee-ko)?

I'm afraid it would be getting "Click-wot" or some other quasi-American interpretation if the manufacturer had not anticipated the consternation the naked French word would have caused and taken the precaution to forestall it.

In the same class with Cliquot Club Ginger Ale—so far as pronunciation is concerned—we find many others.

Fine—for those who read down as far as the "parents"; but what about the people who "look over the ads"—that is, the folks who start at the back of the magazine and skim through the advertising pages like a card-sharp with a trick deck?

It's the striking display lines and attractive illustrations, *then*, that draw their eyes, magnet-like, to some particular advertisement. We are all agreed, I think, that this momentary attention is a hold-your-breath moment for the advertiser. He must have something *good* right at that instant to make its impress on the reader's mind.

Why nullify this golden opportunity then with a display of some unpronounceable trade-name? Why not have some good easy-to-say and easy-to-remember word there, ready to jump through the open portals of the reader's memory-box, to be called forth when he starts out with his shopping purse?

I never could understand why an advertiser persists in putting rebuses into costly magazine space that he has purchased with the ostensible purpose of telling the story of his goods with a view to establishing credit for them in the minds of readers.

So often an advertiser acts as though he were trying to conceal the real identity of his goods that he sets up a "Clarence, you are hiding something from me" attitude in our minds and we murmur involuntarily, if not inaudibly, "What in thunder are those people selling? What do they want me to do after I have sweated through their ad?"

Believe me, selecting a trade-name is no "in lighter vein" pastime. It calls for the most earnest mental concentration, the *nth* power of anticipation and the most circumspect consideration of all the factors involved.

"NABISCO" MOTHERED A BROOD

When the National Biscuit Company selected the first few letters out of each word in its firm-name and baptized its sugar wafer Nabisco, the advertising fraternity said with one accord "fine"; "clever"; "that's a good one," etc.

But, merciful heavens, now everybody's doing it, and the present list of trade-names ending in "co" makes a Bell telephone directory look like a visiting card.

We have "Natco" and "Alco"; "Disco" and "Delco"; yes, and

Some advertising men are like a bathtub. They have neither depth nor breadth. Not so

Will Watrous

He is as broad-minded and deep-grounded, as he is broad-backed and deep-chested. In his new alliance with Nichols-Finn, of Chicago, our congratulations go to them and our best wishes to him.

SHERMAN & BRYAN
incorporated
ADVERTISING COUNSELORS
29 Fifth Avenue, New York
Medinah Building
Chicago

Wainbridge Richardson

is now Director of
our Western Office

If You're Selling the Shoe Stores

You need the introduction of the paper that is laid weekly on the desks of **85% of the best rated shoe merchants of this country.**

The Boot and Shoe Recorder

Circulation
universal.

Boot and Shoe
Recorder Publishing Co.

179 South Street
Boston, Mass.

Rochester Philadelphia New York
St. Louis Cleveland Chicago

even such a combination as "Aplico," and so on right through the list, which you are just as familiar with as anyone else. No, we cannot exactly say that these are poor names.

The chief objection, as I see it, is that there are so many "cos" that, if readers remember them at all, they are almost certain to confuse one with another and speak of a motor-truck when they mean a starting-lighting system or some accessory.

One thing certain, if readers really have the memory the average advertiser gives them credit for, things look pretty sad for the memory-training schools throughout the land. But fortunately for the schools, though not so fortunate for the advertiser, not every reader *has* a memory like a creditor.

There are certain limitations, even to the human mind.

If a few advertisers would just bring themselves to realize that the buying public is not "crazy about" their goods, that it doesn't care a whoop whether they fail or make good, they would deliver themselves of a little of their conceit and get right down to copper rivets in catering to this nonchalant, I-should-worry multitude.

Next to the goods themselves and the selling plan, there is probably no other single factor more vitally important than the selection of the trade-name.

It is the flag under which the product is destined to sail to victory or defeat, and it is probably not exaggerating to say that it is worth the same attention that Betsy Ross gave to designing the National emblem.

If anybody thinks the trade-name is a thing to be decided by a few minutes' blinking at the ceiling and the chewing of a lead-pencil, a glance at the figures opposite the words "good will" on the resources-and-liabilities sheet of any national advertiser will quickly prove that it is no superficial thing—this trade-name business.

After the trade-name has been properly selected and the advertiser feels that he has the best

name that can be secured—a name that will stand the ravages of time, the next natural thing is the adoption of a distinctive lettering that will make the name stand out on a page filled with ads all bidding for the same attention from the reader.

AND FINALLY—

There's no question about it, many a good trade-name has been "messes up" by a style of lettering that is so confusing in the strained quest for something original that it takes a Sam Loyd or some other puzzle expert to decipher it.

I remember an argument that I once had about Poros-knit Underwear. A friend, who, incidentally, reads the advertising pages pretty religiously, insisted on calling it "Pros-knit," omitting the first "o."

The argument waxed warm and was finally settled by my tracing out the first few letters in the script slug and pointing out the word as it appeared in the regular body-type. It had never occurred to me before that that first "o" is almost obscured under the initial "P," making "r" appear like the second letter.

My friend's case may also be rare, but little things like this demonstrate that we cannot be too careful in making these display slugs as legible as they are distinctive.

A style of lettering that always appealed to me is that used by the Scott Paper Company for Scott-tissue Towels. I used to handle the Scott account, but I can say a good word for its display slug without being chesty, for the lettering was in use months before I had written a line of Scott-tissue copy.

Many of the Scott ads are all-type except the main-display slug, "Scott-tissue Towels," which, it must be admitted, makes them protrude from amongst a bunch of other ads on the same page.

Numerous other instances could be cited to show the need for care in selecting a style of lettering to display an equally carefully selected trade-name, but the few hints given herewith will suffice.

Southern Women

Miss Maria Thompson Daviess offered the resolution that the Southern Woman's Magazine be made the forum for writers of the South.

Mrs. Rutledge Smith, President, recommended the Southern Woman's Magazine as official organ of the League of Southern Writers.

Both motions were carried unanimously.

This action was taken at a meeting of the League of Southern Writers at Richmond, Va., April, 1918, and tells its own story.

The writers of the South not only write for the Southern Woman's Magazine, but have adopted it as the vehicle through which to express themselves individually, and as an organization. They are back of us with their official sanction—their personal friendship—and their professional ability. Feeling that they are a part of the magazine, gives them a genuine interest in its success and their connection with us adds a flavor that you cannot find in any other woman's publication.

The literary talent of the South has voted itself a part of the Southern Woman's Magazine.

This makes it read with enthusiasm and with sympathy by Southern women, and these things give its pages a distinctly unusual value for advertisers.

Southern Woman's Magazine

Nashville, Tennessee

F. M. KRUGLER
Advertising Representative
37-39 E. 28th St.
NEW YORK CITY.

Both are at Your Service—
See or Write Them

Advertising Wins "Saturday Night Closing" Fight

Retail Committee of Rochester Chamber of Commerce By Means of a Big Space Campaign Does Away with a Twenty-Year Shopping Habit—Grocers and Butchers Join

FOR twenty years and more the merchants of the city of Rochester have advertised their wares in such a way as to concentrate the bulk of the shopping on Saturday and to produce the "peak load" of the Saturday shopping after six o'clock Saturday evening.

During these twenty years there has gradually come about a consciousness among these merchants that Saturday night shopping employs a vast army of sales-people, shippers, delivery men, etc., in the evening, which is hardly fair to these same people who work every day in the week.

It has also been a growing belief among these merchants that it is uneconomical to maintain a maximum force to handle the Saturday night business, keep store equipment which could be dispensed with the rest of the week, etc.

The Rochester Chamber of Commerce has for a number of years been quietly at work to bring about a general acceptance of these views, and during the summer of 1913 it was successful in obtaining the backing of the large department stores and many of the prominent retailers. Under the guidance of the retail trade committee a campaign of advertising was started in order to bring about the closing of the stores.

Opponents of the work said that it would not be possible to break the habit of twenty years, fostered in the city of Rochester. They said, "You cannot make water run uphill. If you do it will be the most wonderful thing we have ever seen."

Starting with a nucleus of about fifteen stores which had pledged themselves to close, an announcement of an "Honor Roll" was made in all of the papers of Rochester.

This advertisement was run for a week in small space and the Saturday before Labor Day it was run in full-page space. On Saturday, September 6, the Rochester public was confronted with a two-page advertisement, one page of which was headed "Dark Tonight," and contained a map of the city showing a list of those stores which would be closed. This part of the ad is shown herewith. The slogan, "No More Saturday Night Shopping," was introduced





The Imperial Life Assurance Company of Canada.

Head Office, Toronto,

November 27th, 1913

Editor, Printers' Ink,
New York, N. Y.

Dear Sir:—

I have just finished reading the last issue of Printers' Ink. I don't know that it is any better than the average number, but I like to tell a man when he is doing what looks to me like good work. Printers' Ink is a boon to the advertising man.

If there is one feature more than another which is helpful it is the articles run from time to time by Mr. Gilbert P. Farrar. Constructive criticism such as he offers to various advertisements from time to time is decidedly valuable. In fact, I think that if he were to embody these articles in a book he would find ready sale for them.

Yours very truly,

B. J. Davis
Advertising Manager.

CE/MER.

TO THE BUYING PUBLIC

The Rochester newspapers of Monday, September the 1st, Labor Day—and for several days thereafter—will contain an

HONOR ROLL of MERCHANTS

who have agreed to close their places of business at 6 o'clock every day, including Saturday, beginning Saturday, September the 6th—except during the Christmas Holiday period.

THE SUCCESS OF THIS EARLY SATURDAY CLOSING MOVEMENT RESTS ENTIRELY WITH YOU. IT CAN ONLY PROVE SUCCESSFUL IF YOU DISCOURAGE SHOPPING AFTER SIX O'CLOCK SATURDAYS. YOUR EARNEST SUPPORT—AND THE SUPPORT OF YOUR FAMILIES AND FRIENDS—WILL BRING ABOUT THE DESIRED RESULT. AND—

GIVE TO THE EMPLOYEES OF ROCHESTER'S RETAIL STORES A SHORTER WORKING SATURDAY!

AN APPEAL TO INSTINCTS OF GOOD CITIZENSHIP

at this time. On the opposite page in the papers where this ad ran under the heading, "Dark Saturday Night" was published a list of four hundred and seventy-five stores, including grocers and butchers, which had agreed to close Saturday night.

When opponents of the movement saw that grocers and butchers had signed it seemed as if the impossible had been accomplished.

In addition to the full-page space, many three-column ads were run during the week, and on Saturday, September 12, a follow-up ad was run which gave the list of stores which would close. The list had grown to over five hundred.

The committee then felt that a time had come for "reason-why" copy; for copy which would appeal to the public's sense of fairness and justice, and so on September 19 an ad headed, "No More Saturday Night Shopping," three columns in width and ten inches deep, was run in all of the papers. The slogan was then

changed from "No More Saturday Night Shopping" to "Shop Before Six O'clock," thus making the admonition positive instead of negative. On Saturday, September 26, an ad was run which showed the entire acceptance of the positive slogan and the introduction of human-interest into the advertising.

During each week there were additions to the list of those stores which closed on Saturday night. Some men, who had held back about closing, agreed to close their stores because they found that they were not having sufficient business to stay open. Many of the men who conscientiously believed the public of Rochester demanded they keep

their stores open Saturday night were finally convinced that Rochester people "had a heart," and these men came into line week by week, so that the total count at the present time of stores which close on Saturday night is five hundred and sixty-seven.

While the work is not entirely complete, yet over six thousand salespeople and numerous delivery men have been given a "new freedom," and the public of Rochester has shown that it is susceptible to sweet reasonableness when presented through the medium of advertisements.

Eight Indicted in Mail Land Deal Lottery

Additional indictments, charging use of the mails to conduct a lottery in connection with the sale of lands in the Florida Everglades were returned by the Federal Grand Jury at Kansas City, November 22, against eight officials and agents of the Florida Fruit Lands Company, who last February were indicted on charge of use of the mails to defraud in Florida land deals.

Probable National Legislation Affecting Advertising Interests

Special Washington Correspondence.

PERHAPS never in history has there been a session of Congress which promised at the very outset more legislation of importance to advertising and manufacturing interests than does the one just opening.

The fact that the lengthy special session, which continued up to the very date of the opening of the regular session, was virtually restricted to the consideration of tariff revision and currency legislation has but served to accumulate for the regular session a flood of proposed measures—many of them the pet projects of newly elected legislators who are keen for the furtherance of the "reforms" embodied in the bills which they have introduced or stand ready to introduce at the first opportunity.

Some idea of the extent of this mania for new legislation may be formed from the fact that the present Congress opens its first "long session" with nearly ten thousand public and private bills presented and pending before the several committees. No wonder it is predicted that it will be September, 1914, ere adjournment can be reached. Among the ten thousand bills now in the hopper are a number that directly or indirectly affect advertising and manufacturing interests and it is known that yet others are in preparation that will have like significance.

Judging by the preparations which both big and little business are making there is a growing conviction among men in the manufacturing and mercantile fields that it behooves all such

See the colored insert in Life; issue of Dec. 4, advertising Cook's Imperial Extra Dry Champagne. Ours.

Newspaper, Magazine, Street Car and Outdoor Advertising

**D'ARCY
ADVERTISING
COMPANY
ST. LOUIS**

interests to keep close tab on what Congress is doing and to forestall inimical legislation rather than to attempt to remedy it after it is on the statute books. The situation that has developed with reference to the Kahn Act might be cited to indicate that it would be better to follow the theory of the ounce of prevention rather than to be put to the necessity of undoing harm that has been done.

OLDFIELD SAYS HE WILL STICK BY GUNS

Of all the bills now pending, none perhaps holds more interest for advertisers and manufacturers than the vigorously opposed Oldfield Bill. Congressman Oldfield, on the eve of the opening of the session, said to *PRINTERS' INK*: "I have every hope of securing the passage of my bill at this session." Asked whether further hearings would be held on the subject he said: "I think not, —not if I can help it." Mr. Oldfield, speaking as chairman of the Patent Committee of the House, said, "I expect to get through early in the session an amendment to the Kahn Act that will have the effect of not allowing foreigners any advantage over our own inventors and manufacturers." Asked whether he thought it would be necessary to hold public hearings on the subject of the proposed amendment Congressman Oldfield said that he did not believe that this would be necessary.

The position which the tariff occupied in the special session will be taken in the regular session by trust legislation. That is it will be a matter for primary consideration and every effort will be made to perfect trust regulation measures that can be introduced as party or administration measures in the hope that they can be put through as was the tariff. It has been reiterated that only the "bad trusts" will be aimed at by any legislation that may be proposed, but many business men are skeptical as to whether absolute justice can be possible in drawing a line. Any

legislation aimed at trusts is almost certain to involve such questions as price-fixing on the part of manufacturers, regulation of output, relations with agencies or chain stores, co-operative advertising, etc. The expressions, verbal and written, reaching senators and representatives from the business interests give unmistakable evidence of uneasiness. Apparently many men of affairs are fearful of legislation along the lines of the "seven sisters" laws which Woodrow Wilson championed when Governor of New Jersey.

PARCEL POST LEGISLATION

There will be various attempts at legislation relative to the parcel post,—impelled by the policy of Postmaster-General Burleson to advance the weight limit by gradual steps, but as rapidly as possible, until the 100-pound goal is reached. Advocates of one-cent postage will endeavor to make that a live issue at this session, and of the dozen or more bills now pending, in relation to changes in postal rates, at least half provide for penny postage outright. Bills providing for the collection upon delivery of postage on letters and postals are also pending in both houses of Congress. It is admitted that the fate of much of the pending postal legislation will be affected by the manner in which the parcel post stands the strain of the holiday rush of 1913.

The appropriation bills which it is announced will receive consideration early in the session in order that the decks may be cleared for general legislation, contain many items of interest to advertising and manufacturing interests,—for example, the appropriation of \$100,000 asked by Secretary of Commerce Redfield in order to employ commercial agents to stimulate American trade in South America.

It is known that there is sentiment in certain quarters in Congress in favor of giving to the Department of Agriculture greater power in regulating the branding and labeling of food and drug

products and this is likely to find expression in several bills. And there are a few congressmen who sympathize with the ambition of officials in this department to censor food and drug advertising. In the main, however, the chief menace to manufacturing and advertising interests is likely to be found in some of the radical bills that seek to maintain competition by law, and of which there are twenty already pending. Some of these provide for the forfeiture of patents and others specify minutely regarding the relations of vendors and vendees, licensors and licensees, etc. There are several of these measures that if passed might prove as detrimental to advertising and manufacturing interests as would the Old-field Bill.

Business Integrity

Business men have begun to learn that an honest policy is the only one that will help to build up a business. The time when craft, fraud and misrepresentation were used extensively is quickly passing. The dishonest advertiser is being made to see that it is to his own personal interest to discontinue his questionable methods and make his announcements scrupulously honest.

A large store, only a little while ago, advertised silk underwear for \$1.50 per garment. This was a typographical error. The buyer had O. K'd the advertisement, which should have referred to neckwear and not to underwear. The price of the silk underwear was \$3.50 per garment. The advertisement ran in one edition of an evening paper and brought considerable requests for stock. All those who came were told that the advertisement was an error, but that nevertheless the underwear would be sold to them at the price quoted, inasmuch as the firm did not wish to give the public the least reason to doubt its sincerity of purpose. Everyone who asked for the underwear received it at the price advertised. A considerable amount of money was lost owing to this inadvertency, but the loss was fully compensated for by the prestige acquired.

Had this firm simply stated to prospective purchasers that the announcement was a typographical error and that the garments could not be sold at the price quoted, the ill-will which would have been created would have been very lasting.—*Jewelers' Circular-Weekly*.

A busy Kansas City concern is advertising meat by mail. Its slogan is "Make Your Mail Man Your Meat Man." Farmers in the Central West are beginning, in a small way, to offer butter, etc., through want ads.



"White at Last!"—Pencil and wash drawing made by the Frey studios for the Carter White Lead Co.

FAC-TURES
CHICAGO ILLINOIS

Carter White Lead Co.

CHICAGO
WEST PULLMAN P.D.

November 1st,
1913

Charles Daniel Frey Company,
Monroe Building,
C H I C A G O

Gentlemen.—

I want to say a word of appreciation for the way you have handled the drawings for the last "Carter Times" covers and magazine advertisements. For the first time I feel that I have secured illustrations which really illustrate our selling argument. It is gratifying to have an idea worked out by an artist to one's satisfaction, but it is much more creditable to an organization to be able to grasp a problem, evolve an idea and then execute it.

May your shadow continue to lengthen

Very truly yours,

Dickey
Advertising Manager.

WGB:NJ

The Carter White Lead Company is only one of a great many of the largest and most successful national advertisers who are enthusiastic users of the Frey service. *What we are doing for others, we can do for you.*

If you will tell us your requirements, we will be pleased to submit our ideas, in typewritten form without obligation, or in sketch form at a nominal charge.

**CHARLES DANIEL
FREY COMPANY**
Advertising Illustrations
MONROE BUILDING, CHICAGO

PRINTERS' INK

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER, Vice-President and Treasurer, R. W. LAWRENCE, General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager. D. S. LAWLER, Associate Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90. Further information on request.

JOHN IRVING ROMER, Editor.

NEW YORK, DECEMBER 4, 1913

***Helping
One
Another***

America expressed amazement at the amount of "inside" information published by the American trade-papers. He was at a loss to understand how any sane business man could possibly give out for publication information which had cost him time and money to acquire! To him it seemed like laying the cards face upward on the table and inviting an opponent to take your chips.

And for us Americans acquainted with Continental practice in such matters, it is easy to understand the German point of view. We can appreciate how difficult it must be for a man schooled in what many regard as a narrow business atmosphere, to grasp our broad, farsighted policies overnight.

It is the American spirit to help each other rather than hinder each other. The broad-minded American believes that to get he must give. He has little patience with the grasping type who strive to get the last copper out of a business

transaction. He looks askance at the penny-wise, pound-foolish policy of holding employees down to the lowest possible salary. He smiles at the business man who guards business experiences as though they were chests of gold, refusing to allow others to profit by his experimenting and success.

If our German friend could talk to a few representative business men—men of the type of George J. Whelan, president of the United Cigar Stores; President Emory, of Lord & Taylor; Milo M. Belding, Jr., president of Belding Bros. & Co.; Edward Freschl, president of the Holeproof Hosiery Company; W. J. Arkell, vice-president of the G. Washington Coffee Refining Company; J. W. Mettler, president of the Interwoven Stocking Company; T. J. Maloney, president of the P. Lorillard Company, he would get an insight into the American business mind. Perhaps then he would understand the "reason why" for these men's success.

And most surprising of all to our Continental cousin would be the information that even from a purely selfish view-point this policy of helping others pays. One such case was that of a large manufacturer who was looking about for the one best lever to convince a doubting Australian market that he was a large advertiser here in the States. He wanted dealers in the new territory to appreciate that his goods were bound to sell because he could be counted upon to create a big consumer demand. Thousands of merchants were ready to put in his products or a competitor's. There was little time to act. Here was a case where promptness must be used. He remembered an interview given PRINTERS' INK which was a very fair reflection of his policies. He had several thousand reprints of the article struck off and sent them out to the hesitating dealers in faraway Australia. The dealers read and were convinced. They put in the goods, and the advertiser was able to secure a market which might just as easily have gone to a competitor.

At the time of giving the interview this advertiser had no thought of personal gain. It was granted solely with the American idea of helping one another, but the old truism held. "He who gave received," and an interview that cost the advertiser nothing was the means of bringing in considerable business.

True, our German friend might argue that this is an exceptional case. But it is not. The exact parallel might be hard to find, but instances of where those who have given have received are plentiful.

Of course there are times when it is not wise to pass along business information. Sometimes things are best left unsaid. But in most cases more benefit will be derived from "passing it along" than from hoarding it up. The Continental custom of staying awake nights worrying lest competitors might find out something about the business is not popular on this side of the Atlantic. The attitude of the Western advertising manager, who, when cautioned against publishing certain information in his house-organ for fear of helping a competitor, replied, "Why not help them? We must have competitors to spur us to greater sales, and if we don't help them once in a while they might shut up shop. Then a really formidable rival, attracted by an unoccupied field, would take their place," is typical.

No, we can't help but feel that ours is the most profitable policy from whatever angle it might be regarded. Anyhow, who wants to live for himself alone? His must be a lonely life, and after his grasping career is finished, it will be mighty hard to find a friend with a good word to say for him.

When "Going It Blind" Pays Ten per cent of the business of leading mail-order

houses of the country is done on a credit basis, and every year goods amounting in retail value to over \$1,000,000 are sent out on trust, without investigation, as soon as the order is received.

The experience of several years

has shown that 90 per cent of the amount due comes back within 30 days, and 9 per cent more within 60 days, leaving only 1 per cent of the total to divide between "slow pay" and "profit and loss." As these are all stray orders, most of them for small amounts, from people of moderate means, it is impracticable to look up their credit. It is a question of trusting them, or else getting the money first.

Is this 99 per cent plus a tribute to the increasing integrity or intelligence of human nature, or, rather, to the good will created by the character of the house and its advertising? Both, probably; the latter would, anyway, imply the former.

There is a growing practice of sending goods on approval, not merely to people with credit, but even to those without, and not always to those asking for them, but often to those not asking. Advertising has played a large part in opening up these possibilities for business, in destroying as a radical force outworn conventions and encouraging constant exploration and experiment.

There can be no recipe for success in this field, no cut-and-dried rules. "I'll try anything once," says the adventurous spirit. What the consistent advertiser in any line does is to try it enough times, at first on a small scale and then on a larger, until he hits the law of averages, which is quite competent to handle by itself all possible complexities. That is what the advertiser who wants to know about trusting the public has got to do to find out. It is worth about \$1,000,000 a year to this mail-order house to have tried it out.

Working with the Agent Not very long ago an advertising agent who

had been successful in securing the account of a foreign house intending to locate a branch in this country, did the following things for his client: First, he conducted a trade investigation and made an analysis from it that showed the volume of

business to be expected from a promotion campaign of the size planned. Next he picked out the location for the branch office, leased the premises, and had them furnished. Then he hired the office help. Later he got around to the advertising. The account has been a great success.

At the Baltimore Convention one of the liveliest questions before the Department of Advertising Managers was as to what ought to be expected of an advertising agency in the way of service. The discussion revealed a great disparity of opinion.

Some managers were uncertain how far they ought to go in demanding service of their own agents which they knew was conceded by other agents to clients.

Other managers appeared to represent the extension of agency service, perhaps feeling that it placed them at a disadvantage with the agency in the eyes of the executive and hindered the development of a strong advertising department within the house.

One man thought agents should be kept at arm's length and be assigned only specific tasks to do. Two of the best-known advertising managers said they held the advice and counsel of their agencies in the highest regard. And one of them, an advertising and sales manager, declared:

"I would not think of taking any serious step without consulting our agents and discussing the subject exhaustively."

The diversity of opinion in regard to agency service is due to a variety of experience, and a variety of motives. How can such an individual and elusive thing as real service be systematized and standardized? Has not each agency got to determine for itself the precise channels into which it will send its impulses? All things are possible, perhaps, but all things are not expedient. One agent is fitted by temperament for one kind of work, and he molds his staff to his peculiar view. The strength of another agent lies in a different direction. The success of one account is largely attributable to its excellent copy. The copy of

another account is mediocre, but its merchandising mechanism is perfect. And one agent *knows*, and a dozen words from him may mean a great deal more than a vast deal of trade investigation by another agent that perhaps misses some big point. It makes a big difference who investigates and who advises.

Quite as important as any other question is the one as to whether the two houses can pull together. No agency can do good work without frankness and sympathy on the part of the advertiser. The confidence of an advertiser in his agency, and the confidence of the agency in the advertiser, may spur the agency to volunteer a great deal more than it would have been willing to concede to a demand. The old saw that every man brings back from the market what he takes there is true of the agency situation: each side, in the long run, gets back in proportion to what it is willing to give up.

Complication of Trade Rights

An interesting trade-mark case which was recently heard at Louisville, Ky., before Federal Judge Walter Evans dealt principally with the right of a jobber to transfer trade-mark privileges to a manufacturer whose goods had not been used in making the product put out under that name. Callahan & Sons, Louisville flour jobbers, sold White Plume Flour and recently disposed of the brand to the Washburn-Crosby Milling Company, which organized a selling company, the White Plume Flour Company, to handle it. The Acme-Evans Milling Company, Indianapolis, has claimed the trade-mark, asserting ownership by reason of the fact that it had furnished all of the flour used by Callahan & Sons for marketing under the name of White Plume.

A New Food Drink Advertised

Kofe-te-rum is the name of a new food drink coming from South America which, it is claimed, will supplant the use of tea and coffee.

This product is being introduced through newspaper advertising by the Woodley Yerba Mate Importers, of Dallas, Tex. It is claimed that 20,000,000 people in the South American republics already use it, and that it causes no harmful results, no depression, because it contains less tannin and caffeine than coffee, but is rich in magnesia, which aids digestion.

In Dallas free samples of tins to take home and a cup to drink at the stores are used to assist in its introduction.

Read what Underwood, who has Studied Dealer Co-operation for ten years, says about



The Favorite Stove & Range Company Piqua, Ohio

The Troy Slide & Sign Company,
Troy, Ohio.

Tuesday, Nov. 18, 1913.

Gentlemen:

Since organizing our advertising department three years ago, I have bought advertising slides for moving picture shows from seven different manufacturers. These slides were never very satisfactory to me, as our customers' names were imprinted on them in a very inferior manner.

The most important thing on these slides to our customers was the manner in which their names were imprinted, and as this was usually done by stenciling or some other inferior process, the slides were frequently unused or thrown away by them.

We concluded arrangements with you last August to make all of our slides for us exclusively, and I want to say candidly that I believe you make the best colored advertising slides I have ever seen—using a higher quality of imported lead glass than is usual in the slide business.

The best thing about these slides, however, is the manner in which you imprint our customers' names. Such names are photographed on them by the same process as you use in printing the original design. In this way the retail merchant's name appears equally as attractive as the advertising for Favorite Stoves and Ranges.

You have given us remarkably efficient service—shipping out our slides promptly upon orders from us, and letters which we receive daily from our customers indicate that our slides give most excellent satisfaction.

Yours sincerely,

J. A. UNDERWOOD,
Manager Advertising Department,
THE FAVORITE STOVE & RANGE COMPANY.

Here are three of the slides we make for Underwood



Mr. Underwood's letter refers especially to the TROY PHOTO-PRINT method of imprinting Dealers' names. This is a strong feature of our slides and insures their use by the Dealer. Our artists are also instructed to take every care in the hand-coloring of each slide, striving for natural and harmonious effects.

The black and white illustrations shown above can give you no idea of the beauty of one of our completed, hand-colored slides. If you want to see samples of completed slides, showing the PHOTOPRINT name, we should be glad to have you write us. Address

TROY SLIDE & SIGN COMPANY, Schaible Bldg., Troy, Ohio



Little Neck Hills

North Shore,
Long Island
Bungalow Site

On beautiful wooded hill site across
Long Island Sound, with
the Central Park, Westchester
Resort, Yacht, golf close at
hand.

27 Minutes from Penn.
Terminal
by the new through electric train
In order to insure the right
class of people to
BUY NOW

a special reduction of 25 per cent
below value will be made, and for
\$2,500 you can build on one of
the best bungalow sites in this registered
subdivision of Little Neck Hills.

Write for booklet on the site
the \$2,500, \$2,750 & \$2,900 train
from the Pennsylvania Station to
Little Neck today.

LITTLE NECK HILLS.

Joseph S. Edelman
33 Nassau Street, New York

Newspaper
Series
Created for
Joseph S. Day
BY
JOSEPH S.
EDELMAN
'Ph. 744 Cort.

Advertising and Assistant Sales Manager Open After January 1st

Nearly seven years' association with advertising agencies in executive capacity and creating and developing accounts. During past two years Advtg. & Ass't Sales Mgr. of Mfr., where now employed. Compile effective booklets, catalogs, follow-up matter and other advertising helps. Thorough experience in preparation of copy for newspaper, magazine and trade journal advertising. Loyal, progressive worker with initiative and resourcefulness. Open after Jan. 1st for change with progressive Mfr. where opportunity is afforded to advance and co-operation from official heads assured. If necessary can aid in opening new territories with salesmen. Nearly 33 and married. Best references and samples of work supplied. Address, "S. A." Box 123, PRINTERS' INK.

Investigations Which Give Punch to Copy

How Preliminary Work on Behalf of Advertisers Disclosed Faulty Aim in Technical Ads—An Example Which Shows That Consumers Should Use Standardized Tests—Other Interesting Cases

By R. Bigelow Lockwood

AN advertising manager whose concern manufactured a certain kind of testing apparatus which is used extensively found himself becoming stale in the matter of writing strong advertising copy.

Possibly he was too close to his subject, but at any rate, it seemed to him that the copy he was writing lacked the proper punch. Extensive improvements were shortly to be made in the design of the device, and before advertising the new model the advertising manager decided to take a trip with the company's star salesman for the purpose of investigating the present conditions of the market and picking up any new selling angles which might be dropped en route.

The salesman was a live one and his sales ran to a respectable volume. But the advertising manager noticed that most of the sales were booked from users to whom the application of the testing apparatus was something entirely new. Where plants were visited in which a competing apparatus was installed it was practically impossible to make a sale, although the advertising manager knew that the device he was advertising was superior to the competing model. And the more territory covered the more apparent it became that the competing and cheaper model had obtained a strong hold on the field of possible buyers.

THE AD MAN GOES INTO THE FIELD

The advertising manager thought of the improvements being made in his own device and gritted his teeth. He also gripped the salesman by the arm. "We can get

the new business," he said, "but what we've got to do, and do quickly, is to get a lot of this present business away from the B—people. Take me to a plant using B—testers and let me do the talking; I've got a hunch."

Half an hour later the general manager of a large concern was speaking in a manner that suggested this final statement. "We are already using B—testers," he said, "and find them very satisfactory. They are fast and accurate, we have no fault to find with them, and our men are proficient in their use. Why should we throw them out and put in yours?"

"Before I answer that question," said the advertising manager, who was posing as the salesman, "suppose you allow a competitive test between the two pieces of apparatus to be made in your power house. Give the B—apparatus to your most expert operator and give us each the same test to make. I'll match my device against his for speed and accuracy, and we'll let the test decide."

THE TEST

"I'm game to give you a fair show," said the general manager, "but I'll tell you now that it's no use. That tester of ours is infallible, so you might as well give up."

Unpacking his instrument, the advertising manager made the required test, timed the process and noted the result. Then, in turn, the company's picked operator went through the same identical test. Upon comparing the time, in both cases it was found to be practically the same.

"What's your result?" asked the advertising manager, turning to the other man.

The company's operator named a figure.

"Guess again," said the advertising manager.

The operator flushed and repeated the amount. "That must be right," he stammered, and to prove it he did the test over again. "The same as before," he cried triumphantly.

The Chicago Record-Herald has the second *largest* circulation in the Chicago morning newspaper field—150,000 to 160,000 daily, with more than 200,000 Sunday, and it is one of the *first eight* morning newspapers in the United States with a circulation of 150,000 or more.

A statement of the circulation of The Chicago Record-Herald is printed day by day for the preceding month on the editorial page of every issue.

THE CHICAGO RECORD-HERALD

THE BIG INTERNATIONAL EDITION of

The Automobile and Motor Age

will present in English, Spanish and French, the story of your product to the best list of foreign buyers ever reached.

January 15, 1914

THE CLASS JOURNAL CO.
NEW YORK CHICAGO

WANTED**Trade Journal**

or other live medium

Western Territory

On commission basis.

I want to represent in this field a live up-to-date publication. A paper that will be prompt in payment of commissions when due. **MY EXPERIENCE** covers practically all lines of Trade Journals, particularly Automobile, Motorcycle, Agriculture, Jewelry, Dry Goods, and Machinery. I can prove my ability. My age is thirty. I live in Chicago. Would also consider taking charge of classified or display dept. on high grade paper. I have twelve years' experience advertising agency and newspaper work. I have every convenience at hand to give a high class medium excellent representation. Send me a copy.

C. J. WILLIAMS,
1731 Republic Bldg., Chicago.

WANTED**A1 Salesman**

to sell the medium this Association offers to the largest manufacturers of trademarked products. A man who can produce—who is used to earning seven to ten thousand dollars a year—who has had advertising selling experience preferred—who can talk big contracts to big people—and land them. If you can really size up to a job that should net you at least \$15,000 address for interview, stating qualifications,

"I. R.," Fifth Floor
17 Madison Ave., New York

The advertising manager shook his head.

In desperation the now flustered operator made the test a third time. "There!" he said when he had finished, "I knew I couldn't make a mistake. I've got the same answer again, and it *must* be right."

"Of course it's right," answered the advertising manager. "You were right all the time, only it looks to me as if you haven't much confidence in the accuracy of the B——tester."

The general manager, who had been a witness to what had taken place, tapped the advertising manager on the shoulder. "Come into my office," he said, "and tell me about that device of yours."

Later, when the apparatus appeared in its improved form, a new selling angle was struck in the copy. A certain proportion of the advertising was aimed directly at concerns already using competing devices, a special exchange proposition being offered to holders of other instruments. But the backbone of the new series of advertisements, the thing that pulled the business, was the cleverly-twisted argument hinging around the value to the user of a testing device having absolute confidence in the accuracy of the apparatus. Played upon in many ways, this view-point lent itself to some very effective advertising.

VARIETY OF TESTS IN BELTING FIELD

Preliminary investigation also opened the eyes of a manufacturer of leather belting.

Before advertising to the technical field this manufacturer visited a widely diversified list of users of belting for the purpose of finding out the exact conditions under which belting is sold and purchased.

While it scarcely seems possible this investigation disclosed the fact that many firms were spending thousands of dollars on belting without the slightest knowledge of what should constitute a good belt. Men responsible for results, and supposed to know their business, were in the habit of applying tests, if any, which were

actually childish. And the surprising thing was that they did not claim to know anything about belting; the majority frankly admitted their ignorance and professed that they knew of no thorough tests that could be applied for determining the quality of the belts they bought.

In one large plant a superintendent was in the habit of testing belts by driving a nail through the leather. If the hole the nail made closed up the belt was considered too elastic and was promptly discarded.

Among the plants visited no two applied the same tests, and none of the tests proved anything except that the men who made them were woefully ignorant about a subject they ought to know.

EDUCATIONAL COPY THE REMEDY

By means of this investigation it was plainly seen that the forthcoming copy must be largely educational in order to teach belt-users how to tell a good product, and thus in the end appreciate the superior quality of the particular belting being advertised.

Another advertiser in the power plant field conducted an investigation among engineers for the purpose of finding out, first-hand, exactly what the general opinion was regarding the particular kind of copy he was then running. Copies of recent advertisements were shown, and engineers approached were led to loosen up on the question of what they thought of the copy, what kind of advertising appealed to them and what sort of arguments would induce them to take action.

The result of this investigation showed several interesting things. First, the advertiser found out that his copy contained too much descriptive matter and not enough punch. It was arousing only passive interest instead of making readers sit up and take notice. Second, the investigation showed that engineers care more about knowing what a device will *do* (what it is capable of saving, etc.) than they do about its design and construction, which was where the advertiser had been

PHYSICAL CULTURE

is published to appeal to those who desire to get all that is possible out of life—who seek to secure 100% efficiency from their bodies and minds. It appeals to no other class of readers.

The point we particularly wish to emphasize is—that it gets closer to its readers, through the nature of its editorial policy, than any other character of periodical can hope to do.

The advertising pages offer you an avenue of approach to the confidence of these people—and confidence *begets patronage*.

New York Office: 1 Madison Avenue
O. J. ELDER, Manager

Chicago Office: People's Gas Building
W. J. Macdonald, Manager

December, 1913, Gains 1,884 Lines Over Best Previous December Number

The Boys' Magazine

Edited by WALTER CAMP

A clean, high-class publication.
Monthly editions now running over

105,000

Rate 50c a line. 45c a line for
1/4 page or more.

Patronized by such well known national advertisers as National Biscuit Company, United States Cartridge Company, American Telephone and Telegraph Company, Remington Arms Company, Simmons Hardware Company, Marlin Firearms Company, Iver Johnson's Arms & Cycle Works, etc., etc.

The Boys' Magazine

SMETHPORT, PA.

JAS. A. BUCHANAN, Western Rep-
resentative, 337 Marquette
Bldg., Chicago, Ill.

R. A. Bruce

Announces the expiration of his contract as General Manager and Director of the Beck Chain of Shoe Stores, New York and Washington.

Eighteen years merchandising, selling and advertising experience. Eight years Assistant General Manager of Regal Shoe Stores. Built up Beck Stores to a point where it was possible to sell to manufacturer at big profit, which explains my seeking new connection.

Prefer position in organizing or managerial capacity where remuneration would be in proportion to results produced.

Address me care of
PRINTERS' INK

Trial

Marriage

Let us install just one window display for you in a New York store and photograph it. Send us your material. We will find the dealer and do the rest—then, if not satisfied—

Reno-vate us.

30
CHURCH
ST
NEW YORK

ISPLAYS COMPANY

making his mistake. Third, the manufacturer found out that one of the strongest appeals which could be made to an engineer rests on the basis of a guaranteed statement of positive savings in the operation of his plant.

With these points at his disposal the advertising was changed and the copy materially strengthened.

Let us look into an investigation which was recently conducted in the coal-mining field, and which saved a manufacturer from making a serious advertising blunder.

ENTERING THE MINE SPECIALTY MARKET

This manufacturer desired to enter the coal-field with a new appliance used by the miners. In this case the dealer was the company store at which the men purchased their supplies, and the plan behind the advertising was to create the demand upon the company store through the individual miner. In consequence the advertising was directed solely upon the miners themselves, the trend of the copy being to induce them to go to the supply store and request to be shown the device. A coupon was used on the advertisements which provided space for the dealer's name as well as for the name of the ultimate consumer; or rather, as it turned out, the ultimate user. Upon receipt of this coupon the plan called for sending the appliance to the store, at which place the miner making the inquiry could examine the article.

On the face of it this looked to be logical reasoning, to cause the dealer to stock because of consumer demand, and the advertising was started. For a while all went finely, the coupons poured in and each advertisement brought an ever-increasing number of inquiries—but the hitch came in getting orders. As a business-getter the plan fell flat.

At this point the advertiser did the only thing left. A man familiar with conditions in the coal-field was sent out to follow up some of the inquiries and report what was wrong. In a surprisingly

short time he found the fly in the ointment.

The original plan fell down for two reasons. First, the article was too high-priced for the individual miner to buy. Second, and more important, the article itself was of a nature which coal-mining companies invariably buy themselves and distribute to their men.

The very nature of the appliance made it imperative that the company control its use rather than the miners having the say.

In short, to boil the matter down to its final analysis, the direction of appeal was wrong. Instead of attempting to influence the miner, the manufacturer should have directed his argument to the officers of the company, and so, through them, reach the company store. Instead of requesting, the miner in the case of this particular product took what he got, and thus had no possible influence in the transaction one way or another.

Advertising to Sell

The car maker with a high-class product should follow a different advertising from the maker building a medium or low-priced machine. The former has filled his factory with machines to produce the greatest accuracy in workmanship. He has had the machine maker build special types to manufacture a part that will be the final word in accuracy. He has equipped expensive physical and chemical laboratories to carry his experimental corps through the entire gamut of scientific research for the best in metallurgy. And with all done he has got accuracy of workmanship; he has got the finest in materials and he has got the best that can be had in inspection and testing.

Then, with all these obtained, why hide the light under a bushel? Let the public know these merits. Tell the public that accuracy is the bone and sinew of the car and its parts. Tell the public that the metallurgy of the car cannot be exceeded. Tell the public about the care in assembly and the care in inspection. How few car buyers and car owners really have any clearly defined conception of the difference in accuracy and difference in materials and in workmanship between many of the high-priced cars and the low-priced ones? These buyers know that there is some vague difference, but as to the potentialities of it they are quite ignorant.

The maker should get the thought of accuracy into the minds of the public, set the public to think accuracy, to think good materials, to think good inspection, to think good testing. Then results may follow.—*The Automobile.*

To All Users of Advertising Copy

The "copy" department that we have just established is not a mere annex to our regular business—it is separate, distinct and quite capable of standing alone. We offer you its service on that sole basis.

We supply *complete advertisements*—with or without illustrations, as may be required—suitable for newspaper or magazine use; also *booklets, letters, circulars, house organs, etc.*

Our purpose is not at all to interfere with your existing arrangements as to printing. If you already have a satisfactory printer, stick to him. When you buy "copy" from us, you will not be unpleasantly urged to have us do such printing as may be involved in it.

Of course we DO printing, and a lot of it; and we hold our customers because we do our work well.

However, the big thought, just now, is this: That our "copy" department is wholly distinct from our printing shop, and that to use one of them will not subject you to troublesome solicitation to use the other.

All we ask is a trial order. We have full confidence as to further relations after that.

Will you write or telephone us—TO-DAY?

THE WILLETT PRESS
5 West 20th Street New York

Telephones: Gramercy 3477-3478
SPECIAL—We do not "place" advertising

Printers' Ink Binders

65 cents, prepaid

The Little Schoolmaster's Classroom

THESE are the days when the "book men," the "annual men" and the various other representatives of dead-wood mediums are loose in the advertising highways, seeking whom they may devour. The business year is drawing to a close, and the time of the annual rake-off is at hand. It is really pathetic to see a large, sensible-looking man going around from office to office, keeping his face serious while he asks advertisers to dig for fifty or a hundred dollars for a page in the Associated Fertilizer Firemen's League or The Railway Brakemen's Association Handbook. "The Fertilizer Firemen are good fellows and will appreciate your support," or "The brakemen all read every page of this book, sleep with it under their pillows and will bump your merchandise very softly if you will give us a page." It is too bad when there are so many publications that a man of soliciting ability could work for and feel that he is giving value received.

Said an acquaintance to the Schoolmaster the other day: "I had not been entirely satisfied with my _____ car until I read a first-class advertisement about it last week, and now I am really pleased over my choice." This appears to be a new use for advertising—keeping pleased the fellow who has already bought.

A Boston house says:
"We would make our goods better, but we can't.
"We could make it cheaper, but we won't."

And lest you still have doubts, they add that the product is "best by every test." It would be interesting to know what the automobile-tire concern that uses the two-line slogan thinks of its adoption by another, and it would likewise be interesting to know how many things have been said to be "best by every test."

Get news value into your advertisements or letters, and you will get attention. The West Publishing Company, of St. Paul, recently sent out a very effective sales letter on which was reproduced a newspaper clipping headed "Railroad in a Damage Suit." The imprint looked like a real newspaper clipping, and the letter opened with: "Suppose one of your clients consulted you with reference to his rights in the case set forth in the above clipping. Could you, in three minutes, find all the authorities dealing with the precise point involved?"

Nothing very "stunty" about this scheme of getting attention and interest, but it's hard to beat.

* * *

The woods are yet full of advertisers, or would-be advertisers, who believe that advertising is largely a matter of bluff, that the only real business force is the salesman; who think they would increase selling costs by advertising or would let competitors see their hands if they went into print, and so on. The solicitor starting out to do real missionary work cannot be too well prepared to explain and prove the fundamental facts of advertising. Sometime, Mr. Solicitor, see if you can give a good answer to "Our salesmen call on all the trade anyhow and price cuts the biggest figure. Why should we spend money in advertising?"

* * *

You have heard of good will, of course, but in speaking of a sale a short time ago a business man said, "He bought the entire proposition, stock, *bad will*, and all."

* * *

He is a publisher of the old school. His blanket circulation statements failed to impress. With much dignity he declined to submit a statement of his net subscription, but he solemnly assured the

advertiser that the readers of the Punko Publication felt dreadfully when they looked into it and didn't see the old advertisement there. He wrote letters to the president of the advertising company and to the secretary, and then, finding that this over-the-advertising-manager's-head business didn't pay, got an outside

concern to write in and explain that a 25 per cent reduction in rate could be had, as well as free insertion until January 1 and "write-ups."

"What a confession of weakness!" said the advertising manager as he believed his file of all the correspondence and his mind of that medium of advertising.

THE MONTREAL HERALD
MONTREAL, CANADA
PUBLISHED DAILY AND SUNDAY
ANNOUNCES
THE APPOINTMENT OF
THE N. M. SHEFFIELD SPECIAL AGENCY
NEW YORK AND CHICAGO
AS THEIR ADVERTISING REPRESENTATIVES
FOR BOTH EASTERN AND WESTERN
TERRITORY

NOVEMBER FIFTH
NINETEEN HUNDRED AND THIRTEEN

Printers' Ink's Subscription Prices

In view of frequent requests for special rates on single subscriptions and for clubbing offers on a number of orders sent in at one time, PRINTERS' INK wishes to bring attention to the following, as printed on all subscription blanks:

"Note: A subscription to PRINTERS' INK for one year costs \$2, for six months \$1. For three years, paid in advance, \$5. Canadian postage; fifty cents per year extra. Foreign postage; one dollar."

PRINTERS' INK offers no inducements for subscriptions, outside of editorial merit and interest. No premiums, no commissions to subscription agencies, and no low rates to any individuals or organizations.

PRINTERS' INK PUBLISHING CO.
12 West 31st Street

NEW YORK

A Job For A Live Wire

is waiting in New York. First of all, the man who fills this job must be able to write clear, logical, interesting English. He must be able to see a human interest narrative in dry subjects such as economics, insurance, real estate, commercial law and the like. That means that he must have a nose for a story in the same way that the reporter must have a nose for news.

A man must be keenly interested in business subjects to fill this job satisfactorily. He must have imagination. He should have a fairly good education; and some business experience is desirable.

The duty is that of writing articles of three or four thousand words on business subjects. The salary at first will be about \$1,500 or \$1,800,—but that is only for a start. The future depends upon the man.

Make your application complete. Let us have *all* the details, in your letter. "C. P.," Box 124, care PRINTERS' INK.

Care in Using Factory as an Advertising Medium

By Austen Bolam

TOO many of our companies work behind closed doors. While a few of them, notably the National Cash Register and Shredded Wheat companies, throw their doors open to all comers, on the other hand the great majority totally ignore that primeval longing to know "how things are made" which is the birth-right of every schoolboy who owns a dollar Ingersoll.

A few notes on the system of handling large parties at the Akron factories of The B. F. Goodrich Company may not be without interest to manufacturers.

First, I would say that we do not by any means keep "open house," and the casual visitor finds it extremely difficult to get a "look around."

One reason is the size of the plant, which necessitates nearly a five-mile trip to view it properly, and requires an experienced guide to thread the mazes of the different departments. Consequently our visitors are practically confined to fairly large bodies, among whom we have recently numbered the Cleveland Chamber of Commerce (500), Ohio Society of Engineers (250), English and American Societies of Automobile Engineers (about 200), and Knights Templars of Ohio (between 800 and 1,000).

To take care of such parties requires considerable organization, but the plan evolved by the writer has worked most successfully.

Briefly we "tag" every visitor with a small numbered card. The numbers run from 1 to 20 and there are 20 cards in a series. Sufficient guides are provided on this basis, and each guide carries a large numbered placard to correspond with the tags. Thus each visitor has merely to join his allotted guide, who moves off as soon as his party is complete.

The route is first carefully mapped out, according to the de-

Armen's Designs

Represent the best
and latest ideas
in the creation of
forceful, artistic
advertisements
Their beauty,
their originality,
their fitness to
purpose make
them supreme

Frank B. Armen
Fine Advertisement Designs
17 E. 38th St., New York

partments it is proposed to visit, but usually one of two standard routes are used, with a shorter alternation for ladies.

Each turn or doubtful point on the route is indicated by a large red arrow, and so complete is the system that it is quite possible for a perfect stranger to follow the route by the arrows alone.

To make the complete trip takes from two to two and one-half hours, and most of the visitors are tired by the time the round is completed.

To illustrate the various processes, a copious handbook is supplied each visitor, and this information is supplemented by the personal explanations of the guides, who are selected from the general office staff, and coached on the processes to be followed.

Light refreshments usually follow the trip, and a small assortment of suitable literature is usually given each visitor on leaving, together with a more practical souvenir of the visit.

Apart from these, the most considerable item of expense is accounted for by lost time in the factory. All alleyways, elevators and subways traversed by the party are kept open until the last party has passed out; this entails a certain amount of enforced idleness on the truckmen and other helpers. Otherwise, the working people take absolutely no notice of the on-looking visitors.

That the scheme has advertising value there is little doubt, if only through the good will created among the visitors. Every party which we have entertained has gone away highly pleased and cheering their entertainers.

Learn About Moving Picture Publicity

"The best advertisement will never be written." Manufacturers in hundreds of different lines could use motion pictures profitably in their business.

This new publication tells how others are increasing business "the film way."

Send fifty cents for one year's subscription or one dollar for three years. (Issued monthly.)

Sample copy sent upon request.

MOVING PICTURE PUBLICITY

A Monthly Periodical for Business Men and Advertisers

Flatiron Building

New York

AD-TIP

No. 11 Because Elizabeth is "The Rail and Harbor City" it is prosperous. Big enterprises with thousands of employees locate here. One concern alone has 8,000 well-paid employees. If you want the one logical medium in a good town use

Elizabeth Daily Journal

Members A. N. P. A. Bureau of Advertising and Gilt Edge List.

ELIZABETH, NEW JERSEY

Population 80,000

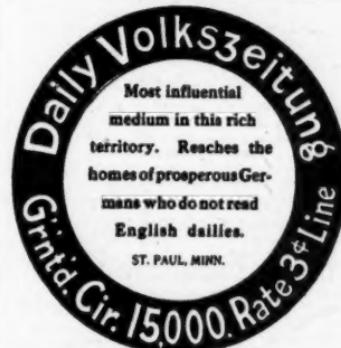
F. R. NORTHRUP, Special Representative
225 Fifth Ave., N. Y. Advertising Bldg., Chicago, Ill.



"THE COUNTRY'S FOREMOST MEDICAL JOURNALS"

American Journal of Clinical Medicine, Chicago, Ill.
American Journal of Surgery • • • New York
American Medicine • • • New York
Interstate Medical Journal • • • St. Louis, Mo.
Medical Council • • • Philadelphia, Pa.
Therapeutic Gazette • • • Detroit, Mich.

ASSOCIATED MED. PUBLISHERS
S. D. CLOUGH, Sec'y, Ravenswood Sta., Chicago, Ill.
A. D. McTIGHE, Eastern Representative,
286 Fifth Avenue, New York.



Lincoln Freie Presse

GERMAN WEEKLY

LINCOLN,

NEB.

Prints nothing but original matter, and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty-five cents an agate line for each insertion. Six words to line. No order for one time insertion accepted for less than one dollar and twenty-five cents. No advertisement can exceed 28 lines. Cash must accompany order. Forms close Thursday.

ADVERTISING AGENTS

ALBERT FRANK & CO., 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

Newspaper Classified

Carefully placed at publishers' lowest rates. Proof of insertion guaranteed or your money back. Write for select lists or send your list and ad for quotation. Agencies not handling Classified should write for our proposition. Bulletin "Advantageous Advertising" free on request.

Classified Dept.

THE ARKENBERG-MACHEN CO.
233-5 Nasby Building Toledo, Ohio

ADVERTISING MEDIA

THE TEXTILE MANUFACTURER, Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.



Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

ADVERTISING SERVICE WANTED

A Large Furniture House

doing a credit business wants a decorative feature mat service. Send samples of service covering at least four months, and state price. D. S. LAWLER, 1 Beacon St., Boston, Mass.

COIN GARDS

Profit and Increased Circulation

can be secured by using

WINTHROP COIN CARDS

Write us for particulars

THE WINTHROP PRESS, 141 East 25th St., New York City: General Printers and Binders

COLLECTIONS

RYDER'S copyrighted stickers collect the money and keep the accounts. New and sure. 100, \$1.00. Satisfaction or money back. **FRANK RYDER**, Portland, Oregon.

COPY WRITERS

LETTERS, booklets, etc., that bring results—that's the kind we write. Forceful, effective work. Low Rates. Send requirements. **AD. WIDDER**, 151 Broadway, Brooklyn, N. Y.

FOR SALE

Two Second-Hand Bargains

Two Perfecting Two-Revolution Presses—one 30 in. x 42 in. Cottrell, and one 42 in. x 62 in. No. 0 Huber. Both in good condition. Will sell very cheap. Address **GIBBS-HOWER CO.**, 261 Broadway, New York City.

HELP WANTED

WANTED: Advertising solicitor for farm papers, weeklies. Man must know agricultural and farm advertisers in New York, New England and Pennsylvania, also agencies. Want a man who has had experience in this territory soliciting for good farm papers and who is thoroughly competent and first class. Must be aggressive. Write in confidence, giving salary wanted, age and experience. Box P-364, care of Printers' Ink.

An Established Western Pharmaceutical Journal

has an opening for an editorial man who has had experience in the drug business. We want a clean-cut man who is not afraid of hard work, who is ambitious and a forceful writer. Prefer one between 30 and 45 years of age. For the right man we have an attractive proposition. Applications confidential. Address P-366, care of Printers' Ink, giving full particulars.

An unusual opening awaits a man between thirty and forty years of age, thoroughly experienced in artistic photographic operating, retouching and etching, for private studio on highest grade compositions. To such a man, who can furnish good references for character, a large organization offers an exceptional opportunity. Applicants must furnish photograph of themselves and give at least two references which will not be used until after interview has been given. Those who comply with this condition will be given opportunity to show samples of work at personal interview. Address Box 363-P, care of Printers' Ink.

Copywriter and Plan Man Wanted

A live, progressive advertising agency, located in close proximity to Chicago, has a vacancy on its copy staff and wishes to secure the services of a copywriter who is thoroughly competent to plan and write complete campaigns and handle the details, of trade literature, etc. General advertising agency experience necessary. The position is permanent for the right man. In answering make known salary desired and give details bearing on experience. Box 361-P, care of Printers' Ink.

A GOOD COPY WRITER WANTED FOR A FIRST CLASS JOB

I have a number of clients, and more coming fast, who want distinctive mailing cards, booklets and catalogs written in a vigorous and business-like manner. Wishy-washy, dead-and-alive copy that merely fills space, but doesn't fill the reader's mind with the merits of the goods, will not do. I am not looking for a man to do literary gymnastics, but one who is capable of writing copy up to the quality of propositions I handle. I prefer an ambitious young man who has some creative ability and who will put his whole heart into the work. I will pay such a man a good salary and increase it regularly and substantially if he can deliver the goods. If you are looking for such a job, you must be ready for action by December 1st or 15th at the latest. Send samples of copy and state experience and salary. Address Box 363-O, care Printers' Ink.

MISCELLANEOUS

Advertising Chewing Gum

Makes fetching little ad—novel—your ad on every stick. Gum the finest, guaranteed under Pure Food Act. We manufacture all flavors. Salesmen get "in" quick with this ad—gift. Just the thing for conventions, etc. Write today for samples and prices. HELMET GUM FACTORY, "Ad Dept.," Cincinnati.

POSITIONS WANTED

ADVERTISING and Sales Manager now connected with large paint manufacturing house will consider making change. Excellent past record. Salary \$2500. Write M-320, Printers' Ink.

Do You Need a Live Secretary?
A tactful, energetic executive; 17 years' commercial training buying, selling, manufacturing; will consider opening with future. High credentials. Salary \$3000. Loyal, Box P-382, Printers' Ink.

Thoroughly Experienced

and reliable young man wants position as circulation manager of daily paper in town of 20,000 or larger. Box 365-P, care Printers' Ink.

WELL equipped agency man, 28, is available for position with progressive agency or commercial house. Competent in handling printing, engraving and electrotyping. Experienced in buying, estimating and figuring cost. Box P-369, care of Printers' Ink.

THOROUGHLY competent make-up man and ADVERTISING WRITER wishes to change position. Now connected with large automobile publication. Seven years' experience with agency, advertiser and publisher. Well recommended. Salary \$1500. Box P-370, care of Printers' Ink.

Advertising Manager

An advertising man with unusual experience and unquestioned credentials seeks the advertising management of a progressive house, especially where the problem of educating public opinion or correcting popular prejudice is a necessary part of the work—a field in which he is notably expert. Box P-360, Printers' Ink.

For Central or South America

An advertising manager of a large corporation, with well-known record, who has lived and traveled extensively in Spanish-America, Spain, etc., is open for connection with large house seeking development, introductory or advertising extension in Central or South America. Highest qualifications and credentials. Box 367-P, care Printers' Ink.

An Office in St. Louis

might be profitable if you could find the right man to manage it. I have a nice suite of three rooms in one of the best office buildings in St. Louis. My business at present does not require all of my time and I can arrange to handle considerable additional business. Any responsible business house requiring capable and efficient management can secure such representation by addressing C. F. H., 1406 Syndicate Trust Bldg., St. Louis, Mo.

PRESS CLIPPING

ROMEIKE'S PRESS CLIPPING BUREAU, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

PRINTING

GENERAL PRINTING, CATALOGUE and BOOKLET WORK.—Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards. Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited. THE WINTHROP PRESS, 141 E. 25th St., N.Y.

PUBLISHER'S REPRESENTATIVE WANTED

Advertising Representation Wanted in New York and Chicago, for a class monthly with small but superlatively "quality" circulation. This is not a salary proposition. Our aim is to "farm out" the advertising department if we can get the right people to handle it. "ART," 334 S. Michigan Ave., Chicago.

PUBLISHING BUSINESS OPPORTUNITIES

In order to effect a quick sale owner will sell his special financial monthly for \$10,000. Gross business averages over \$20,000 for five years with corresponding profits. Should be published in Middle West or West. HARRIS-DIBBLE COMPANY, 71 West 23rd St., New York.

ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

ALABAMA

Birmingham, *Ledger*, dy. Average for 1912, 28,044. Best advertising medium in Alabama.

ARIZONA

Phoenix, *Gazette*. Government statement Oct. 1, 1913, 5,963; gross 6,387.

CALIFORNIA

Los Angeles, *Tribune*. D'y & S'y av.'12, 59,361. Largest morning circulation in Los Angeles.

CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1912 (sworn) 19,183 daily, 2c.; Sunday, 25,475, 5c.

New London, *Day*. Eve. Ave. cir., Sept., 1913, 7,882. Double number of all other local papers.

Waterbury, *Republican*. Examined by A. A. A. regularly. 1912, Daily, 8,130; Sunday, 7,973.

DISTRICT OF COLUMBIA

Washington, *Star*, Evening and Sunday. Average daily, 1912, 63,804 (G.O.). Carrier delivery.

ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1912, 9,269.

Peoria, *Knowing Star*. Circulation for 1912, Daily, 21,591; Sunday, 10,446.



INDIANA

South Bend, *Tribune*. Sworn average Oct. 1913, 13,332. Best in Northern Indiana.

IOWA

Burlington, *Hawk-Eye*. Average 1912, daily, 9,875; Sunday, 10,884. "All paid in advance."

Des Moines, *Register & Leader*—*Evening Tribune*, 1st 6 mos. 1913, 56,871. Sunday *Register & Leader*, 40,428. 40% larger than any other Iowa paper. Supreme in want ad field.

Washington, *Eve. Journal*. Only daily in county. 1,975 subscribers. All good people.

Waterloo, *Evening Courier*, 56th year; Av. dy. 1912, 8,711. Waterloo pop., 29,000.

KENTUCKY

Louisville, *Courier-Journal*. Average 1912, daily, 28,066; Sunday, 49,151.

Louisville, *The Times*, evening daily, average for 1912 net paid 49,632.

LOUISIANA

New Orleans, *Item*, 6 mos. sworn st'ment U.S. P.O. d'y & Sun., Apr. 1 to Sept. 31, net cir. 55,901.

MAINE

Augusta, Kennebec *Journal*, daily average 1912, 10,908. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1912, daily 10,692.

Portland, *Evening Express*. Net average for 1912, daily 18,028. Sunday *Telegram*, 12,220.

MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1912-Sunday, 56,394; daily, 30,048. For Oct., 1913, 70,791 dy.; 58,617 Sun.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



MASSACHUSETTS



Boston, Globe. Average circulation. Daily (2 cents a copy) 1912, 190,149. Sunday 1912, 532,918.

Advertising Totals: 1912, 8,643,511 lines. Gain, 1911, 286,450 lines.

1,724,621 lines more than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1912, to December 31, 1912.



Boston, Evening Transcript (00). Boston's tea-table paper. Largest amount of week day ad.

Boston, Daily Post. Oct. circulation averages of The Boston Post: Daily Post, 433,390. Sunday Post, 343,926.

Lynn, Evening Item. Daily sworn av. 1910, 16,002; 1911, 16,987; 1912, 18,358. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, Evening News. Actual daily average for 1912, 19,198.

Worcester, Gazette, evening. Av. Jan. to Dec., 12,20,367. The "Home" paper. Larg'st ev'g circ.

MICHIGAN

Detroit, Michigan Farmer. Michigan's only farm weekly. Average circulation 1912, 83,463.

MINNESOTA



The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average for year ending Dec. 31, 1912, 105,580.



Minneapolis, Tribune, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1912, daily Tribune, 100,136; Sunday Tribune, 142,981.

MISSOURI

St. Louis, National Farmer and Stock Grower, Mo. Actual average for 1912, 133,488

NEW JERSEY

Camden, Daily Courier. Daily average Oct. 1st, 1912 to Mar. 31, 1913, 10,938.

Camden, Post-Telegram. 10,900 daily average 1912. Camden's oldest daily.

Trenton, Times. Only evening and Sunday. '10, 19,235; '11, 20,116 '12—21,989.

NEW YORK

Albany, Evening Journal. Daily average for 1912, 18,156. It's the leading paper.

Buffalo, Courier, morn. Ave., 1912, Sunday, 99,692; daily, 84,498; *Examiner*, evening, 37,182.

Buffalo, Evening News. Daily average, ten months, 1913, 103,215.

Gloversville and Johnstown, N. Y. *The Morning Herald.* Daily average for 1912, 6,739.

Schenectady, Gazette, daily. A. N. Licty. Actual Average for 1912, 22,010. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

Utica, National Electrical Contractor, mo. Average for 1912, 2,666.

NORTH CAROLINA

Winston-Salem, Daily Sentinel (e), av. Sept., '13, 4,833. *Semi-Weekly Sentinel*, av. Sept., '13, 6,929.

OHIO

Cleveland, Plain Dealer. Est. 1841. Actual average for 1912: Daily, 106,484; Sun., 134,355. For Oct., 1913, 118,887 daily; Sunday, 146,271.

Youngstown, Vindicator. D'y av., '12, 18,971. LaCoste & Maxwell, N. Y. & Chicago.

PENNSYLVANIA

Erie, Times. daily. Av. cir. 1st 6 mos. 1913, 22,556; 22,664 av., Oct., 1913. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.



Philadelphia, The Press (00) is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily *Press* for 1912, 87,233; the Sunday *Press*, 178,858.

Washington, Reporter and Observer, circulation average 1912, 13,080.



West Chester, Local News, daily, W. H. Hodgson. Aver. for 1912, 18,186. In its 41st year. Independent. Has Chester Co. and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

Wilkes-Barre, Times-Leader, eve. net, sworn, average 1st 6 mos. 1913, 10,196.

York, Dispatch and Daily. Average for 1912, 18,688. Covers its territory.

RHODE ISLAND

Pawtucket, *Evening Times*. Average circulation for 1912, 21,097—sworn.

 Providence, *Daily Journal*. Average for 1912, 24,463 (OO). Sunday, 34,777 (OO). *Evening Bulletin*, 52,567 average 1912.

Westerly, *Daily Sun*, George H. Utter, pub. Circulates in Conn. and R. I. Cir., 1912, 8,449.

SOUTH CAROLINA

Charleston, *Evening Post*. Evening. Actual daily average 1912, 8,509.

 Columbia, *State*. Actual average for twelve months ending Dec. 31, 1912, daily 19,149; Sunday, 18,625. March, 1913, average, daily, 20,450; Sunday, 20,180.

VERMONT

Barre, *Times*, daily. Only paper in city. Av. 1912, 6,088. Examined by A.A.A.

Burlington, *Free Press*. Examined by A.A.A. 9,418 net Largest city and state.

VIRGINIA

Danville, *The Bee* (eve.) Aver. Sept., 1913, 5,318. Oct., 1913, ave., 5,370.

WASHINGTON

 Seattle, *The Seattle Times* (OO) is the metropolitan daily of Seattle and the Pacific Northwest. It combines with its 1912 cir. of 65,152 daily, 84,044 Sunday, rare quality. It is a gold mark paper of the first degree. Quality and quantity circulation means great productive value to the advertiser. The *Times* in 1911 beat its nearest competitor by over two million lines in advertising carried.

Tacoma, *Ledger*. Average year 1912, daily and Sunday, 21,347.

Tacoma, *News*. Average for year 1912, 20,595

WISCONSIN

Fond Du Lac, *Daily Commonwealth*. Average year ending Dec. 31, 1912, 4,063. Established over 40 years ago.

Janesville, *Gazette*. Daily average, Oct., 1913, daily 6,669; semi-weekly, 1,459.

Racine (Wis.) *Journal-News*. June, 1913, Average circulation, 7,081.

ONTARIO, CAN.

Fort William, farthest West city in Ontario. *Times Journal*, daily average, 1912, 4,132.

SASKATCHEWAN, CANADA

Regina, *The Leader*. Average, 1st 3 mos. '13, 12,208. Largest circulation in Saskatchewan.

Want-Ad Mediums

CONNECTICUT

MERIDEN *Morning Record*. Unusually large lead in Want Ads, in exceptionally profitable field. Rate, cent a word; 5 cts. for 7 times.

NEW Haven *Register*. Leading want ad medium of State. Rate 1c. a word. Av.'12, 19,193.

DISTRICT OF COLUMBIA

THE *Evening and Sunday Star*, Washington, D. C. (OO), carries double the number of Paid Want Ads of any other paper. 1c. a word.

ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads *The Daily News*," says the *Post-office Review*, and that's why *The Daily News* is Chicago's "want ad" directory.

THE Chicago *Examiner* with its 541,623 Sunday circulation and 216,698 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

MAINE

THE *Evening Express* and *Sunday Telegram* carry more Want Ads than all other Portland papers combined.

MARYLAND

THE Baltimore *News* carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.



THE Boston *Globe*, daily and Sunday, for the year 1911 printed a total of 498,600 paid want ads; a gain of 18,723 over 1910, and 340,806 more than were printed by any other Boston newspaper.



MINNESOTA

THE Minneapolis *7ribune*, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1912 110,179 more individual Want Advertisements

than its nearest competitor. Rates: 1 Cent a word, cash with the order; or 10 Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



NEW YORK

THE Albany *Evening Journal*, Eastern N.Y.'s best paper for Wants and Classified Ads. THE Buffalo *Evening News* is the best classified advertising medium in New York State outside of N.Y. City. Write for Classified Rates, sworn circulation statement, and *rate card*.

OHIO

THE Youngstown *Vindicator*—Leading Want Medium. 1c. per word. Largest circulation.

PENNSYLVANIA

THE Chester, Pa., *Times* carries from two to five times more Classified Ads than any other paper. Greatest circulation.

UTAH

THE Salt Lake *Triune*—Get results—Want Ad Medium for Utah, Idaho and Nevada.

(OO) Gold Mark Papers (OO)

Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation. Among old chemists gold was symbolically represented by the sign (OO).—*Webster's Dictionary*.

Announcements under this classification, from publications having the Gold Marks, cost 35 cents per line per week. Two lines (the smallest advertisement accepted) cost \$36.40 for a full year, with 10 per cent discount, or \$32.76 if paid wholly in advance.

ALABAMA

The Mobile *Register* (OO). Established 1821. Richest section in the prosperous South.

DISTRICT OF COLUMBIA

The *Evening and Sunday Star*. Dy. av. 1912, \$3,000 (OO). Delivered to nearly every home.

ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

The *Inland Printer*, Chicago (OO). Actual average circulation for 1912-13, 17,286.

MASSACHUSETTS

Boston, *American Wool and Cotton Reporter*. Recognized organ of the cotton and woollen industries of America (OO).

Boston *Evening Transcript* (OO), established 1830. The only gold mark daily in Boston.

Worcester *L'Opinion Publique* (OO). Only French daily among 75,000 French population.

MINNESOTA

The Minneapolis *Journal* (OO). Only Gold Mark Paper in Minneapolis. The cleanest metropolitan advertising in America. Carries more advertising than any paper in the Northwest.

NEW YORK

Brooklyn *Eagle* (OO) is THE advertising medium of Brooklyn.

Dry Goods *Economist* (OO), the recognized authority of the Dry Goods and Department Store trade.

Hardware Dealers' *Magazine* (OO). Specimen copy mailed on request. 253 Broadway, N.Y.

New York *Herald* (OO). Whoever mentions America's leading newspapers mentions the New York *Herald* first.

The *Evening Post* (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post."—Printers' Ink.

Scientific *American* (OO) has the largest circulation of any technical paper in the world.

In the Metropolitan District, THE NEW YORK TIMES (OO) has a net paid daily sale MORE THAN FOUR TIMES the next high-class morning newspaper; MORE THAN SIX TIMES the third or fourth high-class morning newspaper, and more than DOUBLE the three COMBINED.

New York *Tribune* (OO), daily and Sunday. Daily, now one cent—the best for the least.

PENNSYLVANIA

The *Press* (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. 1912, sworn net average, Daily, 87,223. Sunday, 178,858.

THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburg field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburg.

RHODE ISLAND

Providence *Journal* (OO), only morning paper among 600,000 people. "The R. I. Bible."

TENNESSEE

The Memphis *Commercial-Appeal* (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial-Appeal passes both *quality* and *quantity* tests. Daily, over 56,000; Sunday, over 87,000; weekly, over 96,000.

WASHINGTON

The Seattle *Times* (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

WISCONSIN

The Milwaukee *Evening Wisconsin* (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

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The IDEA

—the Nucleus of Sales Success

Scores of *half-successes* today have in them the possibilities for *full-sized* business triumphs.

Many need only a fresh Advertising viewpoint—the injection of new, crisp, *interesting* Copy and Merchandising IDEAS.

Business-getting methods today, to meet aggressive competition, must show up *in relief* against the stale and commonplace.

Frequently they must break the chains of Advertising *habit*.

Taylor-Critchfield IDEAS—the new angles and approaches, the refreshing *difference* of method, the unexpected *climax*es of selling force—have proved winning factors in scores of most difficult campaigns.

Why not find out what Taylor-Critchfield Personal Service Multiplied can discover and evolve for the better, surer, quicker promotion of *your* business?

Will you let us *prove* our ability to help solve your Advertising and Merchandising problems, without cost to you?

Have you read our new book "Sincerity First"?—a copy gladly mailed on request.

THE TAYLOR-CRITCHFIELD CO.

Advertising and Merchandising Agents

NEW YORK

CHICAGO

DETROIT

Follow Your Customers to Canada

“WHY should the advertising manager be expected to ‘cover the earth’ from Cleveland?” asks Advertising Manager Horton, of Sherwin Williams Company, in announcing the establishment of a *Branch Advertising Department* on the U.S. Pacific Coast.

“LET us see how much we can help our sales force—not how little. How can the advertising department maintain close work with all representatives from the headquarters office?”

“IT’S the every-day help that counts—that helps him *produce*.”

THAT’S the very point we have emphasized repeatedly. If you want your Canadian representatives to *produce* to the limit of their possibilities, give them the close-work co-operation of the Gibbons organization.

“IT’S the every-day help that counts”—and no agency outside of Canada is in a position to furnish it. Gibbons can and does. Write us about your Canadian advertising.

J. J. GIBBONS Limited CANADIAN ADVERTISING

119 West Wellington Street Sterling Bank Building WINNIPEG, MAN.
TORONTO
Coronation Building, MONTREAL, QUE.

Cable address: “Gibjay,” Toronto

Code: A.B.C., 6th Edition

SOME Gibbons Advertising in Canada

Force.	Fry's Cocoa.
Delineator.	Slater Shoe.
Dictaphone.	Sunlight Soap.
3-In-One Oil.	B. D. V. Tobacco.
Acme Fences.	Williams Paints.
Lipton's Teas.	Crompton Corsets.
Library Bureau.	Cockshead Ploughs.
Packard Motors.	Russell Motor Cars.
Vapo-Cresolene.	Lowe Bros. Paints.
German Kali Works.	Canada Bread Co.
Columbia Gramophones.	Union Trust Co.
White Horse Whiskey.	Ideal Bedding Co.
Everybody's Magazine.	Empire Fitness.
Kleiner Dress Shields.	Melagana Tea.
Underwood Typewriters.	Regal Laces.
Nicholson File Co.	Williams & Humbert.
National Cash Registers.	Shiloh's Corn.
Mother Seigels Syrup.	Ramsay's Paints.
Black & White Whiskey.	Canada Starch.
Imperial Bank of Canada.	Comfort Lya.
Imperial Life Assurance.	Dales Cakes.
Pedals People of Oshawa.	M. L. Paints.
Bankers' Bond Corporation.	Sanguine.
Canada Cycle & Motor Co.	Floridian.
T. Pringle & Son Ltd.	Naismith's Bread.
“Mag!” Mineral Water.	Henry Gowland.
Sun Fire Insurance.	Footrite Shoes.
Canadian Heer Engines.	Healafta Soap.
Hudson Bay Knitting Co.	Alvanac Water.
Frost & Wood Implements.	Nerlich & Co.
Aromatic Office Specialties.	Silver Mfg. Co.
Capital Farm Implements.	City Dairy.
Acetylene Construction Co.	Santark.
C. & E. Hawkins, Limited.	Co-operative Booters Ltd.
Canadian Engines, Limited.	Lucaro Co.
Rubberine.	Dunsmuir Dairy Supplies.
Abbey Effervescent Salt Co.	Coated Plymouth Gin.
Coated Plymouth Gin.	Vestal Olive Oil.
Remy Martin's Brandy.	Waverley Pens.
Vicker's London Dry Gin.	Ontario Department of Agriculture.
Consolidated Plate Glass Company.	Consolidated Plate Glass Company.
Imperial Wire and Cable Company.	Imperial Wire and Cable Company.
Canadian General Electric Co.	Canadian General Electric Co.
Dominion Organs and Pianos.	John Gossnell & Company.
Schroeder & Schyler, France.	Dominion Organs and Pianos.
Confederation Life Association.	Schroeder & Schyler, France.
Keegan's Whisky.	Confederation Life Association.
Catesby Clothing.	Keegan's Whisky.
United Co-operative Stores, Limited.	Catesby Clothing.
Toronto Hydro Electric System.	United Co-operative Stores, Limited.
Standard Tube and Wire Fence Co.	Toronto Hydro Electric System.
Montreal Debenture Corporation.	Standard Tube and Wire Fence Co.
Lindsay Library and Office Fittings.	Montreal Debenture Corporation.
Canadian Home Market Association.	Lindsay Library and Office Fittings.
Northern Electric Rural Telephones.	Canadian Home Market Association.
North American Accident Insurance Co.	Northern Electric Rural Telephones.
American Mechanical Toy Co.	North American Accident Insurance Co.
Chautauqua School of Nursing.	American Mechanical Toy Co.
Conyaldo Ports.	Chautauqua School of Nursing.
Hine's Brandy.	Conyaldo Ports.

“GIBBONS Knows CANADA”